

# PROMOTIONS COMMITTEE MEETING

## MINUTES

North Park Main Street  
Thursday, July 21, 2016 at 9:00 AM  
North Park Main Street Office | 3076 University Avenue  
(619) 294-2501

*Attendance: David Gamboa (Chair), Travis LeGrand, Sara Kennedy, Molly Hintlian, Steve Blasingham, Erika Rodriguez, Mike Zadeik, Angela Landsberg (Executive Director), Jillian Wolter (Assistant Director)*

1. **Call to Order: 9:08 AM**
2. **Introductions / Public Comment**
3. **Approval of Agenda & Minutes**
  - a. Approved by consensus
4. **North Park After Dark**
  - a. No Report
  - b. Summer event date TBA
5. **Explore North Park**
  - a. Editable Arts Calendar now live on [www.ExploreNorthPark.com/events](http://www.ExploreNorthPark.com/events)
    1. Contact [jillian@northparkmainstreet.com](mailto:jillian@northparkmainstreet.com)
  - b. Magazine are done and being distributed to all participating business
    1. Each supporting business will receive 5 copies
    2. Magazines will be distributed to local hotels
    3. Brochures will be distributed to airports and local kiosks
6. **Twinkle Light Ceremony – August 5, 2016**
  - a. Join us to celebrate as we plug in the lights for the first time
  - b. Meet in front of West Coast Tavern from 7:45pm – 8:30pm
7. **Taste of North Park**
  - a. SAVE THE DATE || Saturday, October 15, 2016 from 11am to 3pm
  - b. Restaurants must confirm participation by August 1 to be included on poster
  - c. Breweries and beer pouring locations now full
  - d. Tickets \$35 will go on sale in August
  - e. Participating? Spread the word with #TasteofNorthPark
8. **CicloSDias – October 30**
  - a. Andy Handshaw shared information about the car-free movement and national events
  - b. This year's CicloSDias event will cover 30<sup>th</sup> Street from Adams Avenue to Lincoln, and then east on Lincoln to City Heights
  - c. The route will be closed to all motor vehicles for 6 hours to encourage multiple uses and increased walking / biking

- d. Group discussed ways to active the North Park portion of the route with activities / fundraising opportunities
- e. Some ideas include: costume contest, trick-or-treating, yoga, live music, bike shop, beer garden, water stations
- f. Angela will put together a smaller committee to help plan in next few weeks

**9. Announcements**

- a. Angela Landsberg announced she has been working with regional reps from AirBnB to host a small taste event for elite North Park to promote local businesses and encourage referrals to their guests – planning for August 18
- b. Michael Zadeik shared his new business, a North Park only food delivery service that will partner directly with restaurants to deliver food within a 7-minute range of the restaurant via golf carts and scooters
- c. Erika Rodriguez announced that ZipCar is expanding its Member Benefits Program to include more local incentives for members
- d. Travis LeGrand announced that Waypoint Public is opening its second location in Rancho Bernardo where he will spend the majority of his time – North Park location will have a new Manager while Travis handles operations

**10. Adjournment**

Meeting adjourned at 9:48 AM

**Next Meeting:  
August 18, 2016 at 9AM**