

# PROMOTIONS COMMITTEE MEETING

## MINUTES

North Park Main Street

Thursday, September 15, 2016 at 9:00 AM

North Park Main Street Office | 3076 University Avenue

(619) 294-2501

### Attendance

**Board:** David Gamboa (Chair), Travis LeGrand, Briget Myeys, Jason Noble

**Guests:** Steve Blasingham, Erika Rodriguez, Joe Dominguez, Jared Martin, Donna Posin, Haley Grosenheider, Molly Hintlian, Brian Beevers

**Staff:** Angela Landsberg (Executive Director), Jake Romero (Assistant Director)

1. **Call to Order: 9:03 AM**
2. **Introductions / Public Comment: No comment**
3. **Approval of Agenda & Minutes**
  - a. Motion to approve minutes by David Gamboa, seconded by Travis LeGrand
4. **Presentation: Jared Martin, Bite San Diego**
  - a. Jared gave a presentation of the food tourism program he operates in North park a part of his overall San Diego tourism program. His goal was to present his company and seek ways to partner with the North Park business community to increase North Park as a tourist destination.
5. **Presentation: Joe Dominguez, Ride Share**
  - a. Joe presented his App for promoting San Diego businesses, promotions and advertising via a pad device installed in Uber cars. The general consensus is that his advertising platform was a good idea.
6. **Archtoberfest**
  - a. Angela gave an overview of NPMS's participation in the city wide event. To participate, NPMS will host two tours of the Historic North Park Business District on October 1, 2016.
7. **Concierge Event**
  - a. NPMS will host a Concierge event on October 25<sup>th</sup> at 6:00 pm to promote North Park as a destination for tourists to San Diego Concierge's. The event will involve Urban Solace, north Park Beer Co., ChuckAlec Biergarten, and feature vendors, food and drink.
8. **Crime and Vandalism**
  - a. NPMS, along with Alpha Project, SDPD and the City Attorney's Office, will host a workshop to business owners addressing the problem of homelessness, vagrancy, and crime in North Park.
  - b. The purpose of the workshop is to inform and empower business owners on what they can do and how they can deal with the problem.
  - c. The workshop is a response to the uptick in vandalism and other crime in North Park.

**9. Taste of North Park**

- a. Posters are up, fliers distributed, and volunteers are needed.
- b. Sales going well. NPMS needs help with social media. golf carts and scooters
- c. 55 restaurants and 16 beer tasting locations.
- d. Promoting the event through SD Reader, SD Magazine, City Beat, Just my Ticket, Uptown News, and North Park News.

**10. Ciclosdias**

- a. As part of this city wide event , one-day event that closes the streets for public use for bicycling and non-motorized transport, NPMS will host a stage at 30<sup>th</sup> and Lincoln. North Park Bikes will do free bike repairs, and we will have a BBQ and water bottles.

**11. Announcements**

- a. Jason Noble announced City Beat top 5 going on right now.
- b. Bridget addressed increased patronage of the Thursday Market and promotions occurring
- c. Brian of Simply Local spoke about Ray of Night and how the event is experiencing renewed success

**12. Adjournment**

Meeting adjourned at 10:04 AM

**Next Meeting:  
October 20, 2016 at 9AM**