

# PROMOTIONS COMMITTEE MEETING

## MINUTES

North Park Main Street

Thursday, January 19, 2017 at 9:00 AM

North Park Main Street Office | 3076 University Avenue | (619) 294-2501

### Attendance

**Board:** David Gamboa, Travis LeGrand **Guests:** Julia Sanchez, Allen Djurkovic, Diane Richards, Victoria Larsen, Erika Rodriguez, Gary Marcus, Lisa McCormick, David Chan, Anna Gamboa, Haley Grosenheider, Steve Blasingham, Meg Evans, Molly Hintlian, Patrick White, Nima Ghaheri, Steve Kader, Gail Higgins, Cindy Matherly

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

1. **Call to Order: 9:04 AM**
2. **Introductions / Public Comment:**
  - a. Diane Richards with Clean Slate Skin Hair Nails spoke on a fundraiser they are hosting.
  - b. Allen Djurkovic gave a presentation on services provided by his company, Cultivate UX
3. **Approval of Agenda & December Minutes**
  - a. Motion to approve by Travis LeGrand, seconded by Haley Grosenheider
4. **Explore Magazine**
  - a. Angela Landsberg presented the new sales kit for Explore North Park Magazine and stated that she needs reservation commitments by February 8<sup>th</sup>.
5. **SDCCU Festival of Arts in North Park**
  - a. Julia reported that she had 11 vendor reservations so far and things were going great.
  - b. Angela reported on stages: Contracts need to be completed by April 1, there will be two high caliber headliners for sure, and there will not be a big dance stage (now a smaller stage on Illinois).
  - c. Angela stated that she had not had a good response from brewers yet for the Craft Beer Block, but was not worried.
  - d. Jake reported that festival permit had been completed.
6. **North Park After Dark**
  - a. Gail Higgins stated that more participation by shops and boutiques was needed on the night of the event. Shops need to put stuff out and do something special.
  - b. Angela said that the website needs to be fixed and made easier for shops to sign up.
7. **Website review**
  - a. Angela urged people to post events on Explore North Park events page.
  - b. There is a new Business Resource page on the NPMS website.
  - c. Ray of Night has a page on the Explore North Park website. NPMS is helping to promote the event.
8. **Hospitality:** No comment
9. **Announcements**
  - a. Angela announced new businesses in North Park: BBQ Pit, Rae Clothing, Figaro Desserts, and Bangkok Spice.
  - b. Molly Hintlian of Dexter's Deli announced a tote bag giveaway promotion.
10. **Adjournment**

Meeting adjourned at 9:45 AM

**Next Meeting:**  
**March 16, 2017 at 9AM**