

PROMOTIONS COMMITTEE MEETING

MINUTES

North Park Main Street

Thursday, April 20, 2017 at 9:00 AM to 10:00 AM

North Park Main Street Office | 3939 Iowa Street, #2

(619) 294-2501

1. Call to Order 9:05

2. Introductions / Public Comment

3. Approval of Agenda and Minutes

- a. Motion to approve agenda and March Minutes by David Gamboa, seconded by Donna Posin.

4. Presentation: Corey Atkins of Blitz Deals

- a. Corey gave a presentation to the committee on his Blitz Deals App trial in North Park.

5. Presentation: Anna Gamboa of A7D

- a. Anna gave a presentation and update on the SDCCU Festival of Arts in North Park promotion schedule and plan. She reported on posters, banners, postcards, and contests. Also promotions like the Craft Ticket booth at the North Park Thursday Market and Beer Tour Limo giveaway, and Cutwater Spirits and I Heart Radio sponsorships.

6. Presentation: Daryl Markovic

- a. Daryl gave a presentation and report on the search engine optimization that he does for Explore North Park. He reported that the program and optimization efforts are a success.

7. Rock 'n Roll Marathon

- a. An update on the marathon route was given to the committee.

8. Standing Review of Websites

- a. Anna gave an update on current website strategies

9. Hospitality

- a. No announcements

10. Announcements

- a. Anna announced West Coast Tavern named one of the top boozy brunches by Thrillist.
- b. Diane of Clean Slate Skin Hair Nails announced their Glam-A-Thon event.

11. Adjournment

12. Move to SDCCU Festival of Arts in North Park meeting

Next Promotions Meeting:

June 15, 2017

At 9:00 AM