

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, June 15, 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 9:02

2. Introductions / Public Comment

- a. Angela took the opportunity to provide a recap of the SDCCU Festival of Arts in North Park, mentioning poor ticket sales for the Craft Beer Block and more competition from other events. She stated that there was an increase in the art component of the Festival, and that the Live Art Block may move to University Avenue.

3. Approval of Agenda and Minutes

- a. Motion to approve agenda and April minutes by Donna Posin, seconded by Angela Landsberg.

4. Presentation: Wayfinding App

- a. A presentation by an app developer was given. NPMS is currently in the process of vetting developers for a new wayfinding app. The developers demonstrated a prototype app, and said that the app they develop would include points of interest and discovery, best eateries, top 10 night time attractions, landmarks, art locations/murals, etc.

5. Presentation: Explore North Park

- a. Haley Grosenheider of A7D gave an overview of the Explore campaigns organic social media growth. She stated that people are connecting with the brand: 29.9k posts on Instagram, 2,200 likes on Facebook, recently had a post break 1000.
- b. Angela proposed a social media training for anyone interested. The training will take place during the next Promotions Committee meeting.

6. Taste of North Park

- a. Angela spoke about the upcoming Taste of North Park and handed out participation forms to the meeting attendees.

7. New Event

- a. The committee brainstormed ideas for a new fundraising event. Attendees filled out sheets with their top 3 ideas for a new event.

8. Thursday Market Newsletter

- a. Brijet gave an update on the newsletter they are planning to produce. It will be print and digital, feature chefs, vendors and marketing.

9. North Park After Dark

- a. Through discussion, it was determined that participating businesses need to support the event and offer something special, promote and provide an experience. A reinvention/reimagining of the event is possible.

10. Announcements

- a. No announcements

11. Adjournment at 10:15 am

Next Promotions Meeting: July 20, 2017 at 9:00 AM