

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, June 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 9:01

2. Introductions / Public Comment

- a. No comment

3. Approval of Agenda and Minutes

- a. Motion to approve agenda and April minutes by Brijet Myers, seconded by Anna Gamboa.

4. New Event: Two events proposed

- a. Julia Sanchez Harris gave a presentation on her proposed holiday winter theme event. The event would feature 30-40 vendors, 4 or 5 food vendors, a holiday market, a children's snow area, and would be held alongside the Thursday Market in the Observatory parking lot. Money from the event would be made from vendors and alcohol sales. There would be a small entrance fee for the children's snow area and Santa photo opportunity. November 30 is a tentative date.
- b. Angela Landsberg and Anna Gamboa presented their idea for a late summer Luau event. The event would be a small, limited-sales, sit down dinner event for 100 guests with food, music, dancers, and a Hawaiian Luau theme. Two possible locations: Ray street or on top of the parking structure. To be held possibly in September
- c. It was determined that both events were doable, and the committee agreed to move forward with the winter event. More information on location and participating North Park restaurants is needed to make a decision on the Luau event. Brijet and Joe Balistreri will serve on the winter event committee. Rosina and Danny from Rock toc events will assist on both events.

5. Newsletter

- a. Angela made an appeal from the committee members to send content for the NPMS newsletter.

6. Taste of North Park

- a. Jake gave an update on the event, number of breweries, boutiques, and restaurants participating thus far.
- b. The committee discussed a survey to gauge ticket holder's perceptions of the event and the possibility of extending the event an additional hour.

7. Wayfinding App

- a. Angela gave a brief overview of where the wayfinding app is. It has been determined that the funds required to develop an app the way the NPMS would like it would be too costly and an "out of the box" solution is more realistic.

8. Announcements

- a. Rosina Guerra introduced her company, Roc toc. They find musical talent for events.
- b. Elizabeth Sopha of Bash! Boutique announced that the company has been purchased by Wild Thyme, an events and catering company.
- c. Anna Gamboa asked if a big Explore North Park logo could be painted on the empty Woolworth Building.

9. Adjournment at 10:07 am

Next Promotions Meeting: August 17, 2017 at 9:00 AM