

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, August 17, 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 at 9:04

2. Introductions / Public Comment

- a. No comment

3. Approval of Agenda and Minutes

- a. Motion to approve agenda and June minutes by Donna Posin, all in favor.

4. Wayfinding App

- a. Presentation tabled

5. Explore North Park

- a. Haley Grosenheider of A7D gave a report on the Explore North Park campaign on behalf of Anna Gamboa.

6. Artelexia

- a. Angela spoke about the Dia de Los Muertos event NPMS is sponsoring with Artelexia. To be held on Ray Street, the event will be on October 22nd from 12:00 to 4:00 pm and will feature crafts, music, a beer and cocktail garden, and will be family friendly.

7. Concierge Event

- a. Angela gave an update and reminder to committee attendees about the upcoming Concierge Event to be held on August 17th from 6-8:00 pm at Casa Artelexia.

8. Taste of North Park

- a. An update on the status of the event thus far was given, and it was announced that tickets are now on sale. Roctoc productions will lead with street music coordination.

9. Winter Event

- a. Julia Sanchez gave an update on the proposed Winter Event. A date and location was announced: November 30th behind the North Park Theater. Event will feature a cocktail garden, snow, and juried vendors. Event needs a name. More updates to come as development of the event progresses.

10. San Diego Tourism Authority

- a. The Committee brainstormed ideas and possible participants for inclusion in SDTA packages to promote North Park as a destination.

11. Announcements

- a. Angela announced the next Business Development meeting, now held on the second Tuesday of the month at 11:00 am. Discussion of SDTA packages will move to that committee.
- b. Lauren of Citrus Public Relations gave a PR progress report on the work her firm is doing for NPMS.

12. Adjournment at 9:52 am

Next Promotions Meeting: September 21, 2017 at 9:00 AM