

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, September 21, 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 9:03

2. Introductions / Public Comment

- a. John Highkin of Fern Street Circus announced the October 12th performance of the circus at the North Park Recreation Center.
- b. Jason Noble announced the 5-Minute Film Festival

3. Approval of Agenda and Minutes

- a. Motion to approve agenda and August minutes by Anna Gamboa and seconded by Jason Noble. All in favor.

4. Standing Report: Explore North Park

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

5. North Park After Dark

- a. Angela reported that Therese has taken over administration of the event and that she has really tightened it up.

6. Ray at Night

- a. Brian of Simply Local has hired an event coordinator for the event. NPMS needs updates on the event to help with promotions.

7. Artelexia

- a. An update was given on the North Park Day of the Dead Festival to be held on October 22nd from 12-4:00 pm. The event features a tequila and Mescal Garden, food, vendors, and crafts. NPMS submitted the permit on behalf of Artelexia.

8. Taste of North Park

- a. An update on the status of the event thus far was given. The need for volunteers was stressed.

9. Mistletoe Market

- a. Julia Sanchez and Ben Harris gave an update on the Mistletoe Market. Ben presented the layout of the event. Event will feature a Christmas tree lot and a music headliner. More updates to come as development of the event progresses.

10. North Park Toyland Parade

- a. Angela proposed doing a float entry for the Toyland Parade and ideas were presented. Angela asked for businesses to participate. Hess Brewing was interested in coordinating North Park Breweries for a theme float.

11. Partners in Preservation Campaign

- a. Angela gave an overview of the campaign: 150K to be awarded to the preservation efforts of a historical structure and restoration of the Stephens-Hartley building façade. Campaign to be promoted through North Park Main Street and Explore North Park. Campaign runs September 25th through October 30th.

12. Small Business Saturday

- a. Event to be held on November 25th, 2017. A shop small mural will be produced on the Woolworth building. NPMS may do a “passport event” in lieu of a scavenger hunt. NPMS to outreach to businesses to have special offers day of the event.

13. Announcements

- a. Angela spoke about homeless counts and determining the number of homeless people on North Park Streets. She announced a count to be held at 3:30 am on October 6th. Monthly counts will be ongoing.
- b. PROPOSED MOTION:
NPMS TO DONATE \$300 TO THE FERN STREET CIRCUS AND TOWARDS FLIER DISTRIBUTION
- c. Motion approved by David Gamboa, seconded by Jason Noble. All in Favor.

14. Adjournment at 10:02 am

Next Promotions Meeting: November 16, 2017 at 9:00 AM