

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, October 19, 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 9:06**
- 2. Introductions / Public Comment**
 - a. Maria Wiles from Citrus PR gave an update on PR efforts.
 - b. Victoria House Staff requested a letter of support for the Toyland Parade from NPMS and asked for assistance in promoting the event.
- 3. Approval of Agenda and Minutes**
 - a. Motion to approve agenda and August minutes by Jason Noble and seconded by Brijet Myers. All in favor.
- 4. Brian Skarin: Karl Strauss Brewing**
 - a. Brian gave an overview of an upcoming Karl Strauss Brewing event, Collabapalooza, in North Park featuring rare beers and one off releases.
- 5. Standing Report: Explore North Park**
 - a. A report on Explore North Park campaign statistics was presented by A7D.
- 6. Taste of North Park**
 - a. A review of the event was given by Angela. Tickets were sold out on Thursday prior. Food and beer ticket was most popular, then just food, then just beer. Anna Gamboa recommended recognizing best tastes. Pigment reported a good sales day.
- 7. North Park Day of the Dead Festival**
 - a. Angie gave an overview of the upcoming festival. 1000 expected attendance. NPMS assisting with permitting while Artelexia doing event management. Event is Sunday 10/22/17 from noon to 4:00 pm.
- 8. Mistletoe Market**
 - a. An update on the event was given by Julia Sanchez-Harris. Event to feature a tree lot, Santa, decorative displays, wreath auction, and snow. Still need to secure snow vendor, Santa and hay bales. 10 vendors so far.
- 9. North Park Toyland Parade**
 - a. Parade to be held on Saturday December 2nd, 2017.
 - b. NPMS will have a float in the parade. Angela presented preliminary float designs.
 - c. Angela encouraged North Park businesses to participate in the parade.
- 10. Partners in Preservation Campaign**
 - a. Angela gave a report on the success of the campaign thus far and urged everyone to vote 5 times a day. She reported that an additional \$10k will be awarded to the campaign with the biggest boost of the week.
- 11. Small Business Saturday**
 - a. Angela gave an update on the upcoming event: mural on the Woolworths building managed by Jason from AKA, scavenger hunt, and possible trolley shuttles. Mayor to possibly attend.
- 12. Announcements**
 - a. Angela encouraged everyone to attend the screening of Tony-The Movie behind the Observatory North Park. The movie is about homelessness in North Park.
- 13. Adjournment at 10:09 am**

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