

**Promotions and Festival of Arts
Meeting Agenda**

Thursday, April 16, 2015 at 11 AM
North Park Main Street Office
3076 University Avenue
(619) 294-2501

1. Call to Order / Introductions
2. North Park After Dark
3. Homebrewer's Conference – June 9, 10, 11, 2015
4. Presentation: Club Lemeno – CEO & Founder Dave Ish
5. 2015 Festival of Arts – Saturday, May 16, 2015
 - A. Marketing and Promotions** – Angela Landsberg + A7D
 - i. Print Ads
 - ii. Social Media
 - iii. Newsletter / E-Blasts
 - iv. Marketing Assets to sponsors, vendors, brewers and bands
 - B. Tickets Sales Update** – Angela Landsberg + A7D
 - i. VIP Ticket Promotion
 - ii. Beer Garden Promotion
 - iii. Upcoming Ticket Giveaways
 - C. Area Captains** (please report new info + questions only)
*PLEASE PROVIDE DAY-OF CELL PHONE NUMBER FOR CONTACT SHEET
 - i. Layout Crew – Dani Jimenez
 - ii. Craft Beer Block – Chad Wilson
 - iii. Beer Garden – Chad Wilson
 - iv. Music – Rosie Bystrak
 - v. Kids' Art Block – Brian Beevers
 - vi. Live Art Expo – Jason Gould + _____
 - vii. Volunteers – Alli Urguby
 - viii. Ray Street – Alma Rodriguez
 - ix. Ticket Sales – Roni Kleinhen + Donna Posin
 - x. Compliance – Angela Landsberg + Warren Simon
 - xi. Office Guard - _____
 - D. Day-of Timeline**
 - E. Layout, Equipment + Contracted Services**
 - F. Questions?**
6. Adjournment

Next Meeting:
Thursday, May 7 at 11 AM

Upcoming Meetings:

- Thursday, April 23, 6:30 PM – Meet & Greet / Info Meeting @ URBN Coal-Fired Pizza (Artists + Donors)
Thursday, May 7, 11 AM - Committee Meeting (Everyone)
Monday, May 11, 5:30 PM to 6:30 PM - Beer Pouring Volunteer Training with ABC @ URBN (Volunteers)
Thursday, May 14, 11 AM - Committee Meeting (Everyone)
Thursday, May 14, 12:30 PM - Production Meeting / Mark Stages & Power (Stages + Equipment)

Note: Your participation is important. If you are unable to attend, please update the Main Street office prior to the meeting to keep the Festival Committee informed on progress for your assigned area/task.