

# PROMOTIONS COMMITTEE MEETING

## AGENDA

North Park Main Street

Thursday, July 19, 2018 at 9:00 AM to 10:00 AM

North Park Main Street Office | 3939 Iowa Street, #2

(619) 294-2501

- 1. Call to Order**
- 2. Introductions / Public Comment**
- 3. Announcements (5 minutes)**
- 4. Approval of Agenda and Minutes (5 minutes)**
- 5. World Cup, Angela Landsberg (10 minutes)**
  - a. Event recap
  - b. Benefits to North Park businesses day of the event
- 6. Explore North Park, Angela Landsberg (10 minutes)**
  - a. Advertising opportunities in Fall 2018 edition
  - b. Campaign signup
- 7. Taste of North Park, Angela Landsberg (5-10 minutes)**
  - a. Program review
  - c. Event signup
- 8. Thursday Market, Anna Gamboa (5 minutes)**
  - a. Social media resources and strategies for promoting your business
  - b. Restaurant of the month at the Market
  - c. Event calendar
  - d. Summer Solstice type events
- 9. San Diego Comic-Con, Anna Gamboa (5 minutes)**
  - a. Social Opportunities for North Park Businesses  
Event website: <https://www.comic-con.org/cci/programming-schedule>  
IG Handle: <https://www.instagram.com/sandiegocomicconinternational/>  
Hash tags: #sandiegocomiccon #comiccon #cosplay
- 10. Upcoming Events and Opportunities for North Park Businesses, Anna Gamboa (10 minutes)**
  - a. Back to school / Welcome back SDSU
  - b. Labor Day Weekend
  - c. San Diego Beer Week
  - d. Small Business Saturday
  - e. Mistletoe Market
- 11. Adjournment**

**Next Promotions Meeting:**  
August 16, 2018 at 9:00 am