

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, June 21, 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
 - a. Dave Gamboa calls to order at 9:01
2. Introductions and Public Comment
 - a. Robert Carr from green building council
 - i. Event at Mike Hess brewery for sustainable practices for SMBs. Lots of folks will be there talking about sustainability. \$2 off pints. Open to public. Announcement is on Main Street site and FB page. Sign up in advance.
 - ii. Wednesday the 27th from 5:30 to 7
 - b. Joseph reminds us the Bird Park Summer concerts are starting July 7th and happening every other Saturday.
 - i. 3-7pm
 - ii. World Cup final match on Sunday, July 15th @ 7am
3. Announcements
 - a. None
4. Approval of last meeting
 - a. Approved
5. Explore North Park Update
 - a. Haley gave presentation on social stats. Lots of growth. Nearly 3K FB fans. There is no money behind Facebook campaigns.
 - b. Instagram as good growth (1.5%). Average of 11K likes per month.
 - i. Instagram stories are doing great (swipe up drives traffic directly to website). This is a capability only offered to profiles with more than 10K followers. A7D is shifting strategy to do more Insta Stories.
 - ii. Boston has crept up into our top 5 cities viewing Stories.
 - iii. Each *Post* gets about 12K people
 - iv. Top posts in the last month are a dog related and art related post.
 - c. Rock and Roll
 - i. Lots of runner posts of people tagging North Park
 - ii. Really good exposure for the North Park sign in particular
 - iii. At the Geico booth at the rock and roll there was a video about the best spots in San Diego and North Park was featured.
 - d. Campaign Reach
 - i. Person from Denver emailed Explore saying the campaigns have been very helpful
 - e. Festival Recap
 - i. Explore drove a ton of traffic to Festival tickets sales
 - ii. Facebook was really impressive as well
 - iii. The art posts tended to do the best in terms of engagement
 - iv. Overview of the festival on NPMS Instagram did well
 - v. Video marketing was new this year. Seemed to do well. Highlighted businesses like West Coast Tavern.
 - vi. Good outreach to influencers.
 - f. Blogging
 - i. The new blogs are doing well.
 - g. World Cup
 - i. Very good engagement for free tickets so far

- h. Summer Solstice
 - i. Really good engagement from surrounding businesses
- i. Assets for any NP event
 - i. [Bit.ly/explorenorthparksocial](http://bit.ly/explorenorthparksocial)
- j. Get your events featured
 - i. Email to hellosocial@a-7-d.com
- 6. SDCCU Festival of Arts in North Park
 - a. City Beat Campaign
 - i. Print, web, social media, and email marketing
 - ii. Reach 159K reaches per issue
 - iii. Social media got 431 impressions and 4 clicks.
 - iv. Dedicated email blast got 119 clicks. It wasn't a "great" click thru rate
 - v. Web ad got 48K impressions and got 231 clicks
 - vi. Summary: 379K impressions. 769 clicks.
- 7. Soccer City World Cup Fan Zone
 - a. Four years ago, about 10K people showed up
 - b. Adding a beer garden this year in the North side
 - c. Two screens this year to spit the street. South side is family and food trucks. North side is beer garden. Mike Hess Brewing donated a bunch of kegs. 619 is also donating and there will be a Bloody Mary bar.
 - d. Joe, Dave and Angie met with City yesterday (6/20) and they signed off on the event without much issue.
 - e. Streets will be blocked at 2am when setup begins. The match starts at 8. The street needs to be back open at 5pm.
 - f. Question from business owner at Union who is asking what they can do to activate their patio. The answer given was as long as whatever you want to do is inside your property you can do whatever you want basically. Be cautious about public right of ways and health and safety codes.
 - g. Only 30th will have parking restrictions.
 - i. Suggestions to put signs on bars reminding people about parking restrictions. Perhaps also put flyers on cars in impacted areas?
- 8. Thursday Market
 - a. New Marketing Manager - Brian Beevers
 - b. Tonight is the Summer Solstice Party – beer garden from Second Chance (cutwater spirits for booze), DJ, good times
- 9. NPPBID
 - a. Ways to promote PBID
 - i. Getting tabled until next month