

PROMOTIONS COMMITTEE MEETING

MINUTES

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 at 9:02

2. Introductions / Public Comment

- a. No comment.

3. Announcements

- a. Donna Posin spoke about the bags from banners project. Consensus was to sell the bags at the Thursday Market.

4. Approval of Agenda and Minutes

- a. Motion to approve agenda and minutes by Joseph Balestrieri, seconded by Jason Noble. All in favor.

5. World Cup

- a. Angela Landsberg and Anna Gamboa gave an event recap of the World Cup.
- b. Angela reported that the attendance was approximately 9,000 with the impact to businesses being positive.
- c. Even though the event lost money, it was successful in its goal of bringing people to North Park.
- d. Angela stated that NPMS must be selective when putting on these types of events.

6. Explore North Park

- a. Angela Landsberg announced that the next edition will come out in October and spoke about advertising options.

7. Taste of North Park

- a. Angela reported that tickets go on sale 7/20/18 and asked for signups from committee attendees.
- b. Event date is October 13, 2018. Will have 3 ticket options: Beer, Food, and Beer & Food.

8. Thursday Market

- a. Anna Gamboa gave an update on marketing efforts for the market and strategies for businesses to promote with the market.
- b. A discussion on a featured restaurant of the month was held.

9. San Diego Comic-Con

- a. Anna Gamboa spoke on strategies to promote North Park businesses during the event.

10. Upcoming Events

- a. Anna Gamboa spoke on upcoming events and the need for early preparation. She requested committee attendees to get their specials and menus in early.

11. Adjournment at 10:02 am

Next Promotions Meeting: August 16, 2018 at 9:00 AM