

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, August 16, 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 9:00**
2. **Introductions / Public Comment**
 - a. No comment.
3. **Announcements**
 - a. Angela Landsberg announced San Diego Tourism Authority's holiday promotional efforts. She encouraged committee attendees to take advantage of these promotions.
 - b. Anchi Mei of the IRC announced the opening of their café at Saint Luke's, displayed their new brochure, and announced their plans for activation of their space for Taste of North Park.
 - c. Coffee Top in Hillcrest announced a willingness to work with NPMS.
4. **Explore Magazine Advertising**
 - a. Angela Landsberg announced that the next edition will come out in the fall and spoke about advertising options. She announced that ads must be paid by August 31st.
 - b. Anna stated that the theme would be "staycation" to entice locals to North Park. Magazine will focus on distribution in San Diego.
5. **Thursday Market**
 - a. Anna Gamboa asked for support from the committee for the Market.
 - b. A discussion on a rotating featured business in a Market booth for demonstrations ensued.
 - c. Angela Landsberg spoke on challenges for activating the third block of the Market and ideas were given for activation, analysis of Market hours, and location.
 - d. Angela Landsberg spoke on the need to achieve "critical mass" to sustain the Market. She stressed the need to get people to the Market.
6. **Taste of North Park**
 - a. Anna Gamboa spoke on assets available on a Google Drive to promote the event.
 - b. Angela Landsberg asked for volunteers
 - c. Jake Romero gave an update on the number of restaurants and brewers thus far.
7. **San Diego Beer Week**
 - a. Anna Gamboa stated that the event is coming up in November and asked committee attendees for ideas to put together a promotion for Explore North Park.
 - b. An idea was discussed to switch the next Ray at Night to November 11th and have beer be the focus of the event.
 - c. Chris Blankinship will work on the promotion.
 - d. An idea was discussed about having a beer bus in North Park as an event and have the bus take people to the Thursday Market.
8. **Health and Fitness Month**
 - a. Anna Gamboa spoke on fitness program promotions and asked the committee for ideas and when would be optimal to start.
9. **Day of the Dead**
 - a. NPMS partnering with Art Elexia on the event to be held on Saturday, October 27th.
10. **Small Business Saturday**
 - a. Angela Landsberg spoke on getting people to North Park and a possible bus shopping event and brewery tour.
11. **Ray at Night**
 - a. NPMS now runs the event. Debut on September 8th with karaoke and beer and DJ.
 - b. Working with surrounding businesses
12. **Adjournment at 10:00 am**

Next Promotions Meeting: September 20, 2018 at 9:00 AM