

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, September 20, 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 9:03**
- 2. Introductions / Public Comment**
 - a. No comment.
- 3. Announcements**
 - a. Jake announced the Taste of North Park and encouraged attendees to support the event.
- 4. 2019 Festival of Arts in North Park**
 - a. A discussion was held on the history of the events start time and whether to have the event return to ending at 6:00 pm or continue to have it end at 10:00 pm.
 - b. As part of this discussion, Angela Landsberg noted that event preparation takes up 60-70% of staff time February through May, leading to a conversation about retaining an event coordinator for the Festival. A discussion was held on positives and negatives of doing so.
 - c. Angie will obtain bids from event coordinators and bring to the Committee in October and the Board in November. Decision on whether to hire a coordinator will be determined by the Board.
- 5. Thursday Market**
 - a. Sunny Lee gave a report on the market including programming at the market (Soccer City and Soul Flow Art activity), and increased focus on promotions and marketing (including a coupon program).
- 6. Taste of North Park**
 - a. Angela Landsberg gave a report on ticket sales and spoke about providing mini-tasting mugs instead of disposable sample cups in an effort to reduce trash.
- 7. Ray at Night**
 - a. Angela Landsberg gave a history of the event and spoke on how conditions that once supported the event have changed. She noted that the last event lost \$600, had lots of programming, but no attendance.
 - b. A motion was made to end Ray at Night in December permanently. Motion by Matt Gordon first, seconded by David Gamboa, all in favor.
- 8. San Diego Beer Week**
 - a. Discussion tabled
- 9. Woolworths Mural**
 - a. Artist Kim Curran presented her concept for the mural planned for the facade of the building.
- 10. Small Business Saturday**
 - a. Event will feature a trolley or other free public transportation to shuttle visitors to North Park. NPMS is producing promotional items as giveaways.
 - b. Paris Landen of West Coast Tavern is spearheading a rewards gift card program for event attendees at restaurants.
- 11. Adjournment at 10:08 am**

Next Promotions Meeting: October 18, 2018 at 9:00 AM