

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, October 18, 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. Dorothy Dupree announced the Toyland Parade and asked for support from the committee.
3. **Announcements**
 - a. No announcements
4. **Approval of agenda and minutes**
 - a. Agenda and minutes approved by Steve Blasingham, seconded by Joseph Balestrieri.
5. **Thursday Market**
 - a. Sunny Lee announced programming for the market.
 - b. Anna Gamboa spoke on a coupon program promotion. The committee consensus was to continue the program online and in a digital format moving forward.
6. **2019 Festival of Arts in North Park**
 - a. Angela Landsberg presented two bids for event coordinators for the festival: Event Factory and McFarlane Promotions. Both bids were reviewed. Consensus leaned towards McFarlane.
 - b. Motion: Recommend to the Board of Directors an agreement with McFarlane promotions not to exceed \$25k. Joe Balestrieri first, Steve Billings second, all in favor.
7. **Taste of North Park**
 - a. Angela Landsberg gave a recap on the event from a sales standpoint stating that this was the best event revenue wise. She reported that beer ran out throughout the event.
 - b. Some input from the committee was given on the event, but a date of Thursday November 1 at 9:00 am was set for a post-production meeting to give committee members a chance to provide input.
 - c. Anna presented social influencer slides from the Explore campaign.
8. **Ray at Night**
 - a. Angela Landsberg presented a financial analysis of the event over the past two months. She stated that the event has operated at a loss for both events and questioned whether to continue the event through the end of the year as planned. She stated that the event does not pass the NPMS litmus test for events, neither benefiting businesses in the District or benefitting NPMS.
 - b. The committee voted to end Ray at Night.
9. **Small Business Saturday**
 - a. Angela Landsberg gave a review of promotions for the event including a restaurant gift card promotion, branded item giveaways at participating businesses, and free transportation for shoppers.
10. **Adjournment at 10:01 am**

Next Promotions Meeting: November 15, 2018 at 9:00 AM