

PROMOTIONS COMMITTEE MEETING

AGENDA

North Park Main Street

Thursday, November 15, 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**
2. **Introductions / Public Comment**
3. **Announcements (5 minutes)**
4. **Approval of Agenda and Minutes**
5. **Presentation: Thao Doan and John Doolan (5-10 minutes)**
 - a. The Kynbo App
6. **Main Street America: Rachel Bowden**
 - a. 2019 California Main Street Alliance membership program.
7. **2019 Festival of Arts in North Park (5 minutes)**
 - a. Update on McFarlane Promotions proposal
8. **Thursday Market, Angela Landsberg and Anna Gamboa (10 minutes)**
 - a. Update on revised market footprint
 - b. Promotions
 - I. Weekly giveaway at market booth
 - II. November Market Coupons
9. **Explore North Park, Ann Gamboa (5 minutes)**
 - a. Update on magazine, marketing, and promotions
 - b. Editorial calendar: local publications and San Diego Tourism Authority
10. **Taste of North Park (10 minutes)**
 - a. Event recap and discussion
11. **Small Business Saturday (5 minutes)**
 - a. Event to be held on November 24, 2018
 - b. Update on promotional plans for the event **(A7D)**
12. **Where Magazine**
 - a. Update on partnership and promotions
13. **Adjournment**

Next Promotions Meeting: December 20, 2018 at 9:00 am