

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, November 15, 2018 at 9:00 AM to 10:00 AM | 3939 Iowa Street, #2 | (619) 294-2501

1. Call to Order at 9:04

2. Introductions / Public Comment

- a. Cheryl Robertson and Eric Sivill of Berger Hardware expressed an interest in being more involved in North Park and North Park Main Street.

3. Announcements

- a. David Gamboa announced the Holiday party.
- b. Dorothy Dupree asked for support and participation for the Toyland Parade.

4. Approval of agenda and minutes

- a. Agenda and minutes approved by Anna Gamboa, seconded by David Gamboa, abstention by Jason Noble.

5. Presentation: Thao Doan and John Doolan, Kynbo App

- a. A presentation was given on the function and benefits of the Kynbo App.
- b. Support was asked of the committee, NPMS, and the North Park business community. Thao asked for an introduction to North Park businesses.
- c. Next step is a Kynbo launch party in North Park.
- d. David Gamboa invited Thao and John to the next Board meeting.

6. Main Street America: Rachel Bowden

- a. Tabled

7. 2019 Festival of Arts in North Park

- a. David Gamboa gave an update on McFarlane Promotions.

8. Thursday Market

- a. Brian Beevers gave an update on the revised footprint for the market and presented a financial analysis of vendors in relation to vendor fees, and spoke on current vendors, vendor change overs, and new vendors. November gross sales were \$19,272.
- b. Anna Gamboa spoke on market promotions.

9. Explore North Park

- a. Anna spoke on a pickup party at Tamarindo for the Explore magazine.
- b. Working on an editorial calendar.

10. Taste of North Park

- a. David Gamboa spoke on the success of the day of event operations and successful attendance.

11. Small Business Saturday

- a. Anna Gamboa presented a promotions one sheet on the event. Doing PR outreach and business outreach.

12. Where Magazine

- a. A report was given on promotions for the Concierge Mini-taste event in North Park

13. Adjournment at 10:03 am

Next Promotions Meeting: January 17, 2019 at 9:00 AM