

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, January 17, 2019 at 9:00 AM to 10:00 AM | 3939 Iowa Street, #2 | (619) 294-2501

1. Call to Order at 8:59

2. Introductions / Public Comment

- a. No public comment

3. Announcements

- a. Angela Landsberg spoke on a traffic hit and run accident in North Park.
- b. Festival at Queen Bee's featuring local artists announced.

4. Approval of agenda and minutes

- a. Agenda and minutes approved by Jason Noble, seconded by David Gamboa, all in favor.

5. SDCCU Festival of Arts in North Park

- a. Angela presented the draft festival map and presented changes to the layout and stages for 2019.
- b. A conversation on the Craft Beer Block pour sizes and options for purchasing ensued. Angela reported that brewers are being contacted. Cocktails will be offered as well.
- c. New area in lieu of the Kids Block is the Artelexia Make and Create Kids' Area.
- d. Other changes are the addition of world music and Live Art area moved to Illinois.

6. Thursday Market

- a. Anna stated that a Market promotion campaign will begin February 1.
- b. Angela stressed the need for businesses to get involved.
- c. Angela spoke on the rain or shine policy of the market and an upcoming insert in the North Park News featuring coupons and interviews.
- d. Anna spoke on upcoming Market activations: Jefferson and Soul Flow
- e. Angela stated that she would like to have 4 businesses a month participate in the market with specials.
- f. List of participating businesses by next meeting.

7. Explore North Park

- a. Upcoming promotions include a Super Bowl and Valentine's Day roundup.
- b. Anna to design social squares for Explore North Park and NPMS websites and newsletter.
- c. Explore website is being updated.

8. Concierge Tour

- a. Event will invite top concierges, bloggers, and social influencers to sample and tour North Park. Tour includes multiple restaurants, two trolleys, and swag bags. 100 attendees.

9. North Park Business Update

- a. Angela gave a report on new businesses opening in the district.
- b. Berger Hardware celebrating 107 years on March 2nd.

10. Adjournment at 10:10 am

Next Promotions Meeting: February 21, 2019 at 9:00 AM