

# PROMOTIONS COMMITTEE MEETING

## MINUTES

Thursday, February 21, 2019 at 9:00 AM to 10:00 AM | 3939 Iowa Street, #2 | (619) 294-2501

- 1. Call to Order at 9:03**
- 2. Introductions / Public Comment**
  - a. No public comment
- 3. Announcements**
  - a. Angela Landsberg announced the Farmers Market
- 4. Approval of agenda and minutes**
  - a. Agenda and minutes approved by Anna Gamboa, seconded by Jason Noble, all in favor.
- 5. SDCCU Festival of Arts in North Park**
  - a. A promotional video for the festival was shown.
  - b. Anna Gamboa presented a timeline for promotions of the festival.
  - c. A conversation on local neighborhood reach was held. It was suggested that Barons should be approached about hanging a banner promoting the festival.
  - d. Pricing for the Craft Beer Block was reviewed. It was decided that 13, 4-ounce pours for \$27.00 and \$6.00 full pours will be offered.
- 6. Thursday Market**
  - a. Anna Gamboa presented a promotional video for the market, an example of the Market insert, and distributed a "How to Market with the Market" one-sheet.
  - b. A discussion took place on including a recipe in the insert. Consensus was that a recipe should be included.
  - c. March 14<sup>th</sup> is the grand opening date for the new expanded layout market.
- 7. Explore North Park**
  - a. Anna showed a PowerPoint with social channels, updates, top posts, business engagement stats, and information on how to feature events in the Explore campaign.
  - b. Anna showed a project recap from A-7-D for NPMS.
  - c. The website redesign for the market page was presented.
- 8. Concierge Tour**
  - a. A brief recap was given on the event. In general, it was deemed a success.
  - b. Anna showed a one-sheet for businesses showing the importance of the event.
- 9. North Park Business Update**
  - a. Angela gave a report on new businesses opening in the district.

## **10. Adjournment at 10:10 am**

**Next Promotions Meeting:** March 21, 2019 at 9:00 AM