

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, March 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 reported on a trip to Los Angeles to meet and tour with festival sponsor Live Nation, working on sponsors and closing acts for the festival, and meeting with Nathan Fletcher addressing homelessness.
- b. Ivanna Pozo of the North Park Rec Center reported on efforts to start a weekly food and beer venue at the North Park Community Park. Concerns for the event were heard. A public meeting on the event will be held on March 25th at 6pm.

4. Approval of agenda and minutes

- a. Agenda and minutes approved by Anna Gamboa, all in favor.

5. SDCCU Festival of Arts in North Park

- a. Donna Posin showed the winning kids festival poster.
- b. Anna Gamboa presented designs for the Festival poster and took feedback from the committee.
- c. Anna reported that the event social media outline and e-blast schedule was done. A promotional calendar is in the works.

6. Thursday Market

- a. A television segment featuring market vendors will air on Wednesday, and the new layout for the market is working well.
- b. Anna distributed a market one-sheet and presented the March newspaper insert to the committee.

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 for February and March.

8. Bike to Work Day

- a. Jake Romero gave an introduction on promotional plans for Bike to Work Day. He reported that NPMS was the recipient of a \$3000 grant from SANDAG. Funds will be utilized to create an event that promotes biking to North Park businesses and will include giveaways.

9. North Park Business Update

- a. Angela gave a report on new businesses opening in the district.

10. Adjournment at 10:13 am

Next Promotions Meeting: April 18, 2019 at 9:00 AM