

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, June 20, 2019 at 9:00 AM to 10:00 AM | 3939 Iowa Street, #2 | (619) 294-2501

- 1. Call to Order at 9:00**
- 2. Introductions / Public Comment**
 - a. No public comment
- 3. Announcements**
 - a. David Gamboa spoke on the Toyland Parade and holding the first planning meeting.
 - b. Jeff Svitak announced his art installation on Smart & Final. A donation campaign has been launched. He asked for insights from the committee.
 - c. Jason Noble Announced City Beat Burger Week.
 - d. Kirsten Mohr of Friends of Jefferson gave a presentation on fundraising efforts for the organization. She presented a sponsorship deck, spoke on creating sponsorship opportunities and tiers of giving, restaurant nights, and business partnerships.
- 4. Approval of agenda and minutes**
 - a. Agenda and minutes approved by Donna Posin, seconded by Ann Gamboa, all in favor.
- 5. Taste of North Park**
 - a. Angela Landsberg announced tickets on sale soon.
 - b. She gave an update on sign ups thus far.
- 6. Presentation: Events.com, Sabrina Barr**
 - a. Sabrina gave a presentation on ticketing services offered by Events.com.
- 7. Presentation: Linda Burritt, Mapigator**
 - a. Linda gave a presentation on the Mapigator app and platform.
- 8. Concierge Outreach**
 - a. Angela Landsberg spoke on a concierge outreach program that will kick off on July 18th at 10:00 am at West Coast Tavern. Program will feature passports to North Park Businesses. Five restaurants participating so far.
- 9. Thursday Market**
 - a. Anna Gamboa gave an update on Thursday Market promotions. Angela Landsberg spoke on opportunities for Jefferson Elementary at the market.
- 10. Explore North Park**
 - a. Anna Gamboa presented a recap of promotions and marketing for the festival.
- 11. Adjournment at 10:10 am**

Next Promotions Meeting: July 18, 2019 at 10:00 AM at West Coast Tavern