

PROMOTIONS COMMITTEE MEETING

MINUTES

Thursday, August 15, 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. Steve Billings announced the launch of brunch at Original 40 Saturday & Sunday from 10:00 2:00 pm.
- 4. Approval of agenda and minutes**
 - a. Approved on consent
- 5. Presentation: Jenny Tormey of Entercom and FM 94.9**
 - a. Jenny Tormey from Entercom spoke on a new marketing program for North Park and invited committee attendees to participate.
- 6. Pride 2020**
 - a. Ideas were given on promoting Pride in North Park. It was decided that the Promotions Committee will establish a Pride subcommittee.
- 7. Taste of North Park**
 - a. Angela Landsberg gave a status report on the event including ticket sales.
- 8. San Diego Beer Week**
 - a. A7D staff spoke on San Diego Beer Week and ideas for including North Park in the event.
- 9. Business Resource Symposium**
 - a. Jake gave a status report on the event and symposium presenters.
- 10. Thursday Market**
 - a. A7D staff gave an update on promotions for the market. Angela spoke on the new texting program. It was discussed that a market meal program should be established.
- 11. Daytime Services Outreach Program**
 - a. Ideas were given for establishment of a program such as packages for employees and specials from businesses.
- 12. Explore North Park**
 - a. A7D staff gave a Labor Day roundup and asked for attendees to send their special for inclusion in promotion efforts.
- 13. Adjournment at 10:10 am**

No September Meeting

Next Promotions Meeting: October 16, 2019 at 9:00 AM