



Music Festival Kick Off Minutes

Wednesday, February 15th, 2023 at 12:00 pm
2948 University Ave, Floor 2, San Diego Ca, 92104

In Attendance

Jenn Coleman, Mark West, Freddie Carruthers, Will Baker, Anna Hopkins, David Gamboa, Bella Tamayo, Paige, Sanjay Sinniah, Henry Spindell, Rene Roques, Jim Sakrison, Ariana Sadre, Marina Ferreira

Areas to Improve for NPMS 2023

- Security
- Porta Potties
- Signage
- Uniform Event Branding
- Western Stage Orientation
- Booze Management
- Capacity Management

1. Call to Order & Introductions

2. Logistics

- a. Budget
 - i. Music estimate at \$50k (up from 42k with potential to expand depending on headliner)
- b. Ticketing
 - i. Jim suggest full price 35/60 (1/2 day)
 - 1. Discounts and early bird options
 - ii. **ACTION** – figure out how to price ticket to include the headliner portion at the Observatory.
- c. stage orientation / map
 - i. **ACTION** - Western Stage needs to be examined.
 - ii. **ACTION** – Optimize ingress/egress at gates
- d. Hours
 - i. **PROPOSED**
 - 1. Saturday: 11a – 10p
 - 2. Sunday: 11a – 7p
 - a. Headliner: 8p – 9p
 - ii. Noise ordinance cuts off music at 10 (asking the city about an extension)

NORTH PARK MAIN STREET

- iii. After hours events could be DJ based and/or used to activate other businesses in the community
 - 1. Community activation can be driven by attaching promotions to the price of ticket (Bring your wristband to a restaurant/bar for 10% discount).
 - e. sound / lighting / gobos / banners
 - i. Rene is receiving quotes.
 - ii. Banners can be mocked up to cover the back of the stage.
 - iii. Currently limited rain protection available
 - iv. Last weeks lighting was okay, but needs to be redone.
 - f. Volunteers
 - i. 1st half of event will be staffed by volunteers, 2nd half by paid staff.
 - g. food vendors pricing
 - i. **PROPOSED**
 - 1. Food Trucks - \$550
 - 2. 10 x 10 - \$650
 - 3. 10 x 20 - \$750
 - h. permits
 - i. Work in progress
 - i. sustainability (Bike valet, mugs, vendor, other ideas)
 - i. Re-usable cups (stainless steel)
 - ii. Vendor Policy to reduce/eliminate plastic use
 - iii. Bike valet with charging stations
 - iv. More water stations
 - v. Compatible partnerships with Composting, SD Food Bank, and County
 - j. Security
 - i. All people will need to be re-checked going into ONP
 - ii. Saga security did not do a great job last year with crowd control, capacity management, or anything else.
3. **Promotions**
- a. Marketing Campaign
 - i. social media announcement
 - b. T-shirts
4. **Entertainment**
- a. Art Reach
5. Subcommittee meetings
6. Adjourn



Next Meeting: Sub-committees will meet according to the schedule set by NPMS