



EVENTS COMMITTEE MINUTES

Tuesday June 27, 2023 at 11:00 am
2948 University Ave, Floor 2, San Diego, CA 92104

Attendees: Mark West (NPMS), Sandra (NPMS), Will (NPMS), Caitlin (F45), Anna (A7D)

Minutes

1. Call to Order & Introductions - 9:07am
2. Announcements & Updates
 - a. Young Minds in the Community - <https://www.youngmindsinthecommunity.com/>
 - i. New community group that is looking to connect and network with local businesses & community leaders
 - b. Explore North Park
 - i. Re-sync meeting was a success
 - ii. We can utilize Explore to drive marketing & advertising efforts
 1. Anna – we could also build out digital bus stops with additional advertising.
 2. Mark – fixed & on-call stops is in debate.
3. 2023 Events
 - a. North Park Music Festival
 - i. How do we tap into the demographics that hit the active demographics we see at Taste of Adams (\$45), Scoops (\$45), & Bookfair (\$0).
 - b. Quarter 3 Business Forum – July 27th at 3pm at Botanica
 - c. Taste of North Park – October 7th
 - i. Ticket launch date for Taste of North Park
 - ii. Partners – MAKE Projects (Unconfirmed) & SD Food Bank (Unconfirmed) & US Bank (Confirmed \$5k)
 - iii. Using a shuttle is worth it and
 - d. Winter Wonderland
 - i. Looking at 2nd week of December. Thursday to a Thursday.
 - ii. Working on estimated cost for event
 - e. Coffee Chats
 - i. Congressman Scott Peters – July 6th at 930 am
 - ii. Assemblymember Akilah Weber – July 26th at 930 am
 - iii. Pending Scheduling: Councilmember Stephen Whitburn
 - iv. Pending Scheduling: Councilmember Monica Montgomery Steppe
 - f. Community Clean Up – July 29th (Brought to you by Mighty Bin)
4. Additional Ideas & Discussion
 - a. Red Ribbon Ceremonies & New Businesses



- i. New Biz
 - 1. Black plauge (opening in a couple of weeks)
 - 2. Bruno's down on the West
 - 3. Siagon Coffee
 - ii. Ideas
 - 1. Marketing – improve marketing & calendar of events
 - 2. Create a “quick guide for small businesses” to run red ribbon ceremonies
 - b. North Park Putt-Putt Classic
 - i. Potential partners – Sunday Golf: <https://sundaygolf.com/>
 - ii. Course Design – Create a competition to drive design while also providing basic parameters
 - 1. Incentives – Explore North Park ad package, Giant Gold Club/Ball
 - c. Parking Garage Promotion – \$1875 provided by Mid-City Parking District
 - i. 25 businesses & you get 100 reimbursements – August 1, 2023
 - ii. Need marketing flyer for business, need educational flyer for owners and educational flyer for employees.
 - d. Beautification Committee
 - e. 2024 Events
 - i. Voting & Registration Events
5. Adjourn

Next Meeting: Tuesday, July 25th at 11 am