



## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Attendees: Will Baker, Mark West, Sandra Torres, Guthrie Cook, Michael Vargas

1. Call to Order & Introductions
2. Announcements
3. Events – Griffen (events@northparkmainstreet.com)
  - a. Shop Local Recap
    - i. Kickoff Press Conference & Ribbon Cutting with Mayor Gloria
    - ii. Massive Media outreach (in kind donation value of \$25k from Alternative Strategies)
    - iii. Over 40 businesses held activities and activations
  - b. Winter Wonderland (12/9 & 12/10)
    - i. Roller Rink coming to NP for collaboration with Vegan Pop Up Market
  - c. North Park Music Fest (5/18 & 19)
    - i. Soft Ticket release on 9<sup>th</sup> and 10<sup>th</sup>
  - d. Discussion
4. Community Engagement – Sandra (community@northparkmainstreet.com)
  - a. Updates on Upcoming Activities
    - i. Ribbon Cuttings
      1. No new ones, but recent one with Pinky's was a success
    - ii. Coffee Chats
      1. Mayor Gloria – Dec 7 at 930 am
  - b. Discussion
    - i. Guthrie Cook – organizing BBQ cook off for March 2<sup>nd</sup>
      1. Flying in pit masters from Texas to judge.
5. Programs – Will (manager@northparkmainstreet.com)
  - a. Updates
    - i. San Diego Visitor Center Boards – 2 spots left!
  - b. Discussion
6. Idea Backlog
  - a. North Park Putt-Putt Classic
  - b. North Park Farmers Market – Kids Bike Promotion
7. Adjourn

Next Meeting: NO MEETING IN DECEMBER, next meeting January 23<sup>rd</sup> 11 am