



## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday June 25th, 2024 at 11:00 am  
2948 University Ave, Floor 2, San Diego, CA 92104

1. Call to Order & Introductions
2. North Park Economic Development News/Updates
  - a. NASH grand opening
  - b. Travel & Leisure highlighted cornerstone businesses of North Park
  - c. SD Tribune highlighted newest businesses coming up
  - d. A7D working on Farmers Market graphics
  - e. A7D captured drone graphics to highlight our district
  - f. Jim – Music Festival Merch to be hosted on Explore and other sites
3. North Park Music Fest 2024 Performance & Recap Presentation
  - a. Sponsorships for Main Street and not individual events
  - b. Change happy hour to social hours
  - c. Add to recommendations “ticketing platform”, POS system, and in kind value (add notes about Alt Strategies), and hiring professional marketing team
  - d. Event Performance Comparison: add staff hours (planning process)
4. FY25 NPMS Proposed Events Overview
5. Events
  - a. North Park Mini Book Fair (6/29)
  - b. North Park Book Fair (10/26)
  - c. Discussion
    - i. Volunteer Appreciation Party @ OG40 @ 12pm on 6/29
6. Community Engagement
  - a. [Ribbon Cuttings](#)
  - b. Coffee Chats
    - i. Coffee Chat with Mid-City PD – June 27<sup>th</sup> at 10 am (Subterranean Coffee)
      1. Add a “Why Its Important”
  - c. Discussion
7. Misc. Programs
  - a. Bike Passport Program Update
  - b. Skate Night at the Mini Park (Third Thursday Pilot) – [BANF](#) to fiscally sponsor
    - i. BANF should emphasis promotion of their mission and activities
  - c. Discussion
    - i. NPMS Resource Guide Update
    - ii. Explore North Park Advertising Kit
8. Idea Backlog

# NORTH PARK MAIN STREET

- a. North Park Putt-Putt Classic – similar event footprint to Taste of North Park (bar and restaurant focused)
    - i. October-fest Putt Putt Classic
    - ii. Ideas: alcohol Sponsors for bars, Competition based activities,
    - iii. **Move to event log. Engage with Tristan & Nate @ Pretzels & Pints**
  - b. NCRC Conflict-Conversations District Wide Program (\$25k)
  - c. [Bike Locker Proposal](#) [Awaiting Stakeholder Update]
9. Adjourn - Next Meeting: next meeting July 23rd 11 am