



ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Tuesday July 23rd, 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. New York Times Article – 36 hours in San Diego had a lot of North Park coverage
 - b. David’s Daughter & Parlor Doughnuts opened
 - c. Pershing Bikeway Kickoff
 - d. Building near Automotive Center sold for 7 million
 - e. BBQ Pit is going down
 - f. Saiko Sushi is closing down
 - g. Lelia is opening the 31st
3. FY25 EcoDev Committee Event Recommendation to NPMS Board of Directors
 - a. North Park Music Fest – Committee recommends board to fund event
 - i. Event brings a lot of value, profitable would be nice but not main target. Creates publicity to drive a new perception of North Park access. ROI may not be easy to calculate.
 1. Promoting larger transit conversation
 - b. Taste of North Park – Committee recommends board to fund event
 - c. Shop Local Saturday – Committee recommends board to fund event
 - d. Winter Wonderland – **TBD**
 - e. Alternate Ideas to Explore
 - i. North Park BBQ fest
 - ii. Best of North Park
 - iii. North Park Live – walking musical tour, like a mini taste but with live music
 - iv. Art Crawl
 - v. Pub Crawl: August 10th -
4. Events
 - a. North Park Oktoberfest Mini Golf (Sept 26th)
 - i. Braut Sales
 - b. North Park Book Fair (10/26)
 - c. Discussion
5. Community Engagement
 - a. Community Engagement Event Feedback
 - i. Ribbon Cutting
 1. Include Chamber of Commerce or SBA.
 - ii. Coffee Chats
 1. Host at more coffee shops or beer chat – offsite



- iii. Community Cleanups
 - 1. Good but need sponsors
- iv. Business Forums
 - 1. Guest Speakers to speak about specific topics.
 - 2. One to two annual meetings with better timing outside normal business hours. January & August
 - 3. Board members should drive topic creation
 - 4. Topic meetups for community members to join, driven by NPMS staff.
- b. Discussion
 - i. Newspaper cuttings for business
- 6. Misc. Programs
 - a. Mental Health Education for Businesses by Mental Health America
 - b. Bike Passport Program Update
 - c. Skate Night at the Mini Park Recap
 - d. Discussion
 - i. NPMS Resource Guide Update
 - ii. Explore North Park Advertising Kit
- 7. Idea Backlog
 - a. [Bike Locker Proposal](#) [Awaiting Stakeholder Update]
- 8. Adjourn - Next Meeting: next meeting August 27th 11 am