



ECONOMIC DEVELOPMENT COMMITTEE

Tuesday August 27, 2024 at 11:00 am
2948 University Ave, Floor 2, San Diego, CA 92104

Meet in-person or online!

[Click here to join the meeting](#)

Meeting ID: 274 356 225 734 | Passcode: SLNEK3

AGENDA

1. Call to Order & Introductions
2. North Park Economic Development News/Updates
 - a. None
3. North Park Music Fest RFP
 - a. Questions asked to all the RFP candidates
 - i. “what is the your experience” & “how will you succeed in ticket sales” “how will draw people to the festival”
4. Events
 - a. North Park Octoberfest Mini Golf (9/26)
 - i. Posted on socials – 250 is the cap of tickets sales
 - b. Taste of North Park (10/5)
 - c. North Park Book Fair (10/26)
 - i. Biggest bookfair up to date
 - ii. NPMS food vendor’s outreach
 - d. Shop Local (11/30)
 - i. Scavenger Hunt Idea – spend money to enter the raffle to win gift card/experience Historic Society/Lafayette
 - ii. Idea: do a Shop Local in December at night – get our breweries/ cocktails bar involved
 - iii. Additional funding
 - e. Discussion
 - i. Far South Border North Public Impact Day (9/19)
5. Community Engagement
 - a. Ribbon Cuttings
 - i. 7th House – 7/29 at 6 pm
 - ii. Pure Pawsh – 7/31 at 4 pm
 - b. Community Engagement Strategies
 - i. Difficulties
 1. NPMS quick hit sheet (flyer size) - QR
 - a. What we do



- b. How they can stay in touch
 - ii. Ideas
 - 1. Text-based marketing (one-way communication)
 - a. Ez-Texting
 - b. Mailchimp (see if they have an idea)
- 6. Explore North Park
 - a. Phase I Updates and Phase II Vision
 - i.
 - b. Business Features
- 7. Miscellaneous
 - a. Neighborhood SEO
 - b. Granada House Podcast
 - c. Local business involvement at NPMS events
- 8. Idea Backlog
 - a. [Bike Locker Proposal](#) [Awaiting Stakeholder Update]
 - b. North Park Development Report
 - c. NPMS Resource Guide Update
 - d. Explore North Park Advertising Kit
 - e. Mental Health Education for Businesses by Mental Health America
- 9. Adjourn - Next Meeting: next meeting September 24th 11 am

Shop Local

- Scavenger Hunt
- Activations
 - o Music
 - o Photo booth
 - o Art
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