



## ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, September 24, 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
  - i. There are only 11 legal parklets in the City of San Diego
  - ii. Barrier to entry is 20k – 40k depending on size & scope. From start to finish they are looking at 100k
- b. Sidewalks near Encontro are very tight.
3. North Park Music Fest RFP Update
  - a. No update
4. Events
  - a. North Park Octoberfest Mini Golf (9/26)
    - i. 350 tickets sold
    - ii. Will be spreading Taste info
  - b. Taste of North Park (10/5)
    - i. Good business participation
    - ii. Will be promoting Taste marketing now – sold 250 tickets sold
  - c. North Park Book Fair (10/26)
    - i. Amy is taking care of that. NPMS is only assisting
  - d. Shop Local (11/30)
    - i. Mood Board for Shop Local
    - ii. Have contacted all community leader – Mayor Gloria has confirmed
5. Community Engagement
  - a. Ribbon Cuttings – Smoothed Oct 4<sup>th</sup>
    - i. Time of the event is tbd
  - b. Will contact Park Place to see if they want their ribbon on Oct. 4th
6. Explore North Park
  - a. Monthly Report
7. Discussion
  - a. San Diego Beer Week (November 1 – 10): ~20 Participating NP breweries, bars, and restaurants.
    - i. NP 20 Bar/Pubs will be participating



- ii. NPMS will support market the week
  - b. Granada House Podcast
  - c. Local business involvement at NPMS events
    - i. Jim's concern is that not all businesses are getting the support from our events
      - 1. How does NPMS support them?
  - d. NPMS Resource Guide Update
    - i. Jake – Tin tacker idea to spread information
    - ii. Ana will create graphics to show up new updated logo
    - iii. Jenna – use the Explore logo and the business can add their own graphic
- 8. Idea Backlog
  - a. [Bike Locker Proposal](#) [Awaiting Stakeholder Update]
  - b. North Park Development Report
  - c. Explore North Park Advertising Kit
  - d. Mental Health Education for Businesses by Mental Health America
- 9. Adjourn - Next Meeting: next meeting October 22nd 11 am