



ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, October 22nd, 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
3. North Park Music Fest RFP Update
 - a. Sundown Sessions has tentatively secured sponsorships
4. Taste of North Park Recap
 - a. Review how the boutiques vs restaurants breakdown
 - i. Not enough time to drink, can we extend boutiques event hours
 - b. VIP Options
 - i. Select Tastes
 - ii. Early Check-In
5. Events
 - a. North Park Book Fair (10/26)
 - b. Shop Local (11/30)
 - i. Planning: Music, Art, Yoga, Run, Shopper Goodie Bags, Scavenger Hunt
 1. Coach B's Run: Everybody who runs the race will get a donut from Nomads or at Seek.
 - a. Seeking Sponsors for the Event – about 4 spots open
 - b. Entry fee \$40 (beer, shirt, medal)
 - c. NP Businesses will get 25% off
 - d. Costume content
 - e. Start at Coach B's and end at Mini Park
 - f. NPMS Help**
 - i. Advertising
 - ii. Finish Line Setup
 - iii. Medal
 - ii. Discussion: Craft/Activity Pop-up List
 1. Location: Bars
 2. Crafts: Legos, Christmas Ornaments, Painting, Charm Bracelets, Our Story, Palms w/Candy Cane Stripes.
6. Explore North Park
 - a. Monthly Update
 - b. Explore North Park Window-Decals
 - i. North Park Sign vs Explore North Park
7. Discussion



- a. San Diego Beer Week (November 1 – 10): ~20 Participating NP breweries, bars, and restaurants.
- b. NPMS Resource Guide Update
- c. CBS 8 Business Presentations
- d. Zero Empty Spaces
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
 - e. Granada House Podcast
9. November Meeting Headcount
 - a. Moving the meeting to
10. Adjourn - Next Meeting: next meeting November 26th 11 am