



ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, November 19th, 2024, at 11:00 am
2948 University Ave, Floor 2, San Diego, CA 92104

MINUTES

1. Call to Order & Introductions
2. North Park Economic Development News/Updates
 - a. Clock and Petals looking for a space in NP
3. Events
 - a. Shop Local (11/30)
 - i. Planning: Music, Art, Yoga, Run, Shopper Goodie Bags, Scavenger Hunt
 - ii. Discussion: Craft/Activity Pop-up List
 1. Activity Station: TBD location (cookies décor), Our Story (charm bracelets), Yoga (Mini Park) and Turkey Trot (Coach B)
 2. Looking at another activity at Bivouac
 - b. Winter Collab with Vegan Pop-Up Market
 - i. Collecting toys from Replay
 - ii. Santa (Freddie/Guthrie) at the Vegan Pop-up
 - c. North Park Music Festival
 - i. Updates
 1. Have a grant for NPMF 2025
 2. Ideas:
 - a. Having 1st music day event and 2nd day have events at actual business
 - b. Food and Music event throughout NP
 - ii. Goals & 2025 Theme
 1. Theme: Bring it Local
4. Explore North Park
 - a. Monthly Update
 - i. Stats remaining the same
 - ii. Engagement was up 30% up and account reached up 50%
 - b. Explore North Park Window-Decals
 - c. Annual meeting - mixer business for them to get involved and how to use the new website & looking at dates to launch website
 - i. February 4th at 4-6pm
 - ii. Collect feedback from this committee to give to Quan for website
5. Discussion
 - a. District Banner Program

NORTH PARK MAIN STREET

- i. 83 banners in NP – how to approach banners
 - ii. Can this committee put a 2025 calendar
 - iii. Eco Dev committee leads with oversight of Beautification committee (they come up with the specs) and Board approves
6. 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
 - f. Collaborate with Airbnb to Boost Tourism in North Park
 - g. Develop an Influencer Program to Expand Community Engagement
7. November Meeting Headcount
8. Adjourn - Next Meeting January 28th (No December Meeting)