



ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, July 22nd, 2025, 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
 - a. Attendance:
 - i. Jim
 - ii. Ashley
 - iii. Natasha
 - iv. Sofia
 - v. Gaby
 - vi. Ana
2. North Park Economic Development News/Updates
 - a. Walkabout Farmer's Market Navigator – new activation plan for businesses
 - i. A 4-week trial run is being launched.
 - ii. Top users of the Walkabout app will be eligible to check in at the North Park Farmer's Market and receive discounts at participating local businesses
 - b. EBT Match Program Announcement
 - i. A press conference is planned for late August with the Union-Tribune and FOX to highlight the EBT match program.
 - ii. A grant will fund the match, allowing more equitable food access.
 - c. Vanguard – Military Discount Promotions for local businesses
 - i. Free for businesses to join.
 - ii. Businesses offering military discounts can sign up to be featured in the app.
 - iii. Once listed, local businesses will appear on the Vanguard app under North Park.
3. Events
 - a. Puttoberfest
 - i. will be after Taste of North Park
4. Explore North Park
 - a. Monthly Update
 - i. Lucky Lane content reached 52,000 views.
 - ii. Between Us post drew 30,000+ views and significantly increased foot traffic.
 - iii. Explore North Park has grown to 80,000 followers.
 - iv. Total views in June: Over 500,000.



5. Taste of North Park
 - a. Currently have over 20 locations registered
 - b. Event Progress:
 - c. 20+ locations currently registered.
 - d. Targeting 40 locations by July 31.
 - e. Final goal: 100 participating locations.
 - f. Registration closes September 1.
 - g. Next Planning Meeting: Wednesdays at 11:00 am

6. Summer Events that are not a part of NPMS
 - i. Summer Concert
 - b. Re-instating PROW permits
 - i. Permits will be free for the remainder of 2025.
 - ii. Starting in 2026, an annual \$20 fee will be reinstated.
 - iii. Permit sign-ups will be available via the Main Street website.
 - iv. August newsletter will include full details.

7. Approval
 - a. PROW Permits
 - i. 7 yay, 0 nay

8. Idea Backlog
 - a. "Micro" Events and Subcommittees
 - i. Bars and Breweries – Scheduling
 1. First Friday Flights
 2. Business/Brewers will have a specials of fights
 3. Consistent event – goal is to get more people into NPMS
 - ii. Fitness - Scheduling
 1. Trial Tuesday's
 2. Local gyms and fitness studios offer free trial classes on a rotating Tuesday schedule.
 - iii. Pet Care - Scheduling
 1. Dog Days
 2. Ashley will help lead
 - iv. Includes pet-friendly activities, hydration stations, and partnerships with nonprofits that distribute doggy bags.
 - v. Sunday Scaries/ Sweet Sundays – Pending
 1. Focused on coffee shops, bakeries, and donut shops.
 2. Searching for a volunteer or team leads to coordinate.
 - vi. Artist Office Residency
 1. Consider inviting local artists to display work in the NPMS office.

NORTH PARK
MAIN
STREET

2. Artists can rent wall/display space for exposure and sales.
9. Adjourn - Next Meeting August 26th