



ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, October 25, 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. Alan
 - ii. Carolyn
 - iii. Christina
 - iv. Ashley
 - v. Rachel
 - vi. Jim
 - vii. Anna
2. North Park Economic Development News/Updates
 - a. Last Economic Development changing name to Promotions Committee
3. Events
4. Explore North Park
5. Sip & Shop Updates
6. Putt-Oberfest Recap
7. Discussion
 - a. Promotions committee categories
 - i. AM Hospitality – Meet
 - ii. Evening Hospitality – Feb & March November
 - iii. Professional Services - Jan
 - iv. Personal Care – Kristina August
 - v. Non-Profit - June
 - vi. Health & Fitness & Wellbeing – Jan/October
 - vii. Pet Care -
 - viii. Retail – May August
 - ix. Youth Family & Community -April
 - b. Industry schedule recommendations
 - c. Community Powers
 - i. Community driven not for profit public agency brining cleaner energy at competitive rate



- ii. Purchases electricity from renewable sources
- iii. 95% of customers have stayed with CP
- iv. Programs
 - 1. Smart Home Flex – will set your AC and water
 - 2. Solar Battery Saving – Receive a rebate when installing a new solar system and a battery or add battery storage to their existing solar system
- v. Community Impact
 - 1. Sponsors and grant to community
- d. Passports
 - i. Visting and Local Market – Mag Winter and Spring
 - ii. Work with Oceanside and PB Main Street
 - 1. Helps promote events and businesses- county wide
 - 2. NP information will be on the Passport website
 - 3. Share of social post on their socials
 - a. 40k Instagram followers
 - b. Monthly newsletters 75% open rate
 - iii. In the visiting center in Oceanside and Downtown
- 8. Approval
- 9. Idea Backlog
 - a. “Micro” Events and Subcommittees
 - i. Pet Care
 - ii. Bars and Breweries
 - iii. Fitness
- 10. Adjourn – No Meeting for November and December