



PROMOTIONS COMMITTEE

Tuesday, February 24, at 2:00 pm
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

- I. Call to Order & Introductions
 - a. Roll Call / Attendance
- II. North Park Promotions Committee & Executive Director Updates
 - a. March 12th Women's Mixer -One Door North
 - b. March 14th Community Clean Up - Walkabout
 - c. Box painting March 14th
 - d. March 14th Rumi Wine Bar
 - e. March 6th – Bacarri
April 23rd - ARP- Ray Street Quickbuilt
 - f. Music Festival June 6th
 - g. Business Mixer – April 9th 4-5pm The Office Bar
 - h. BANF strengthen ties – Music Festival will under it
 - i. UCSD partnering Ray Street – designing ray street share street sharing designs – public feedback if they want to do to
 - j. Torch will be redone
 - k. North Park Optometry Mural
 - l. North Park Business Promotions on Newsletter – choose a business each month
- III. Current Initiatives (What NPMS is doing)
- IV. Promotional Ideas & Opportunities
 - a. \$5 Flight Night/ Appetizer - 4-8pm (1st Thursday of the month)
 - b. Joe – Summer Activities
 - Chef featured night
 - Food Tour
 - Street shutdown – for activity
 - Will talk to businesses to get involved in Summer Block Activity

NORTH PARK MAIN STREET

- c. Dora – Designate outdoor – map out a spot in np and take your drink around NP
 - d. Chad – Summer Block Fest
 - Close different streets every week in NP
 - Decorations and activities
 - Make a survey to make sure business want to be involved
 - Charge for permit fee
 - Finca partner with the Farmer Market
 - e. Anna – We need more business owner to get involved
 - Marketing into Yelp and Open Door
 - World Cup promotions
 - Business ethnic background – play into the schedule
 - Wine/Spirits Night
 - Farmers Market Thursday– After Market Happy Hour
 - Chef/Cocktail Specials
 - H
- V. Events Updates & Planning
- VI. Explore North Park Updates
- a. Justine LA influencer May 15th
 - Did a feature on NP summer destination last year
 - Capture content for NP to promote to LA news
- VII. Discussion/Additional Ideas
- a. Overload – Business special of clothes/shoe etc. 20% for employees
- VIII. Music Festival
- a. June 6th 12-9pm
 - b. Ticket event – tickets/unticketed venue
 - c. Goal: Is to bring people to come back to North Park
 - d. Moving forward with headliners
 - e. Contact Chad chad@northparkmainstreet.com if you want to get involved ticketed or non-ticketed venue
- IX. Action Items & Follow-Up
- a. Chad and Joe will meet up for Summer Block Idea
 - b. Joe, Deck and Nick send information to Anna (Explore) to promote Thursday Farmers Market
 - c. Start Hospitality Sub-Committee
 - World Cup/Olympics



- Summer Block Party
- Hospitality Packages
- Business to Business Promotions
- San Diego conventions package of NP business to visit
 - Open Table gets in contact
- d. Joe will connect Anna with Open table
- X. Next Meeting Date
 - a. Evening Hospitality: April 28th, 2026 at 2pm
 - b. Economic Development: March 24th, 2026
- XI. Motion to Adjourn