



PROMOTIONS COMMITTEE

Tuesday, April 28, 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. Business Mixer – April 9th Review
 - Scheduling Future Mixers 4 in total
 - Pretzel and Pints will be in July 23rd
 - One of Us Bar
 - b. AARP- Ray Street Quick-built Review
 - Signatures completed – 250 signatures on the petitions
 - Next steps
 - Meeting with Whitburn to install the quick -built
 - Ray at Night – funded by Supervisor Montgomery Stepp
 - c. North Park Optometry Mural
 - RFP IN PROCESS
 - Beautification committee will review in June
 - a. Utility Box Paintings
 - i. 40 Boxes Completed
 - ii. Appreciation Event May 16
- III. Approved Plans
 - a. World Cup Host Venues – June 11th
 - Events.com sign up – business can sign up
 - A specific date and businesses sign up
 - b. NARS CAR
 - Event on June 11th
 - BANF will pay for the musician for event
 - c. Summer Block Fest Assistance

NORTH PARK MAIN STREET

- d. Finca, Tribute and Hess will host
 - Date TBT
- IV. Promotional Ideas & Opportunities
 - a. \$5 Flight Night/ Appetizer/Cocktail Contest – Next Steps?
 - Time 4-8pm (TBT)
 - When: (1st Thursday of the month) - Which Month is best?
 - b. Cocktail contest
 - The Office Bar and Happy Medium will take lead on this
 - Month long – every Thursday
 - Certain cocktails and people can vote on best contest
 - Mid-August can be the cocktail contest date
 - Market it for Taste
 - Adding a beer and wine contest
 - Wine contest in November – Sholeh can have a lead
 - Summer Wine Walk
 - Self-guided – Wine Wednesday
 - Trial for 3 moths – June, July and August
 - Wine Special of the day
 - Market the businesses who participated
 - Business will have a wine special for the day
 - Idea: \$10 special
 - \$12 wine flight
 - 1st Wednesday of the month 4-8pm
- V. Explore North Park Updates
 - a. Limited editions Tote Bags to sell at the Farmer Market
 - b. Giveaway or moneys goes back to Famers Market
- VI. Events Updates & Planning
 - a. Music Festival June 6th 12-9pm
 - 162 tickets sold
 - Ticketed Venues Completed
 - Participating as an “Open to Public Venue”
 - Market the business on Instagram
 - Business has to have live music
- VII. Discussion/Additional Ideas
 - a. Wine/Spirits Night



VIII. Action Items & Follow-Up

- World Cup/Olympics
- Summer Block Party
- Hospitality Packages
 - No Update
- Business to Business Promotions
 - Offer to NP community – the special will be on the newsletter – service related
 - Our Story and Rumi Wine Bar 10%

IX. Next Meeting Date

- a. Retail: May 26th, 2020 at 11am
- b. Economic Development: November 24th at 11am

X. Motion to Adjourn