



RETAIL PROMOTIONS COMMITTEE

Tuesday, May 26, 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

- I. Call to Order & Introductions
 - a. Roll Call / Attendance
- II. North Park Promotions Committee & Executive Director Updates
 - a. North Park Optometry Mural
 - a. 1st Wine Wednesday Promotion
 - b. World Cup Hosts Program
 - c. Vibrant Vacancies
- III. Approved Plans
 - a. World Cup Host Venues – June 11th
 - Events.com sign up is up
 - Ask Anna who will oversee communications
 - b. Nascar Update – June 11th
 - Share with Farmer Market the day off
 - A7D do a promotional post for world cup/nascar
- IV. Promotional Ideas & Opportunities
 - a. Scavenger Hunts
 - b. Deal Hunts
 - c. Small Business July
 - d. Idea: Shop and Dine Night
 - Both ways shop at a restaurant and buy from a retail store
 - Experiment the idea where the retails open later at night
 - BANF retail card – fundraiser
 - Good for one year
 - e. Ray at Night: One time event
 - Rebrand Ray at Night
 - Jenna can help advocate
 - Involve retail – bars/wine bar partner up with retail shops



- V. Explore North Park Updates
- VI. Events Updates & Planning
 - a. Music Festival June 6th 12-9pm
 - Sign up if you would like to be a music Festival
- VII. Discussion/Additional Ideas
- VIII. Action Items & Follow-Up
 - a. Get the board to approve Ray at Night
 - b. Sandra: make a sign for Ray at Night
- IX. Next Meeting Date
 - a. Retail: August 25th 2026 at 11am
 - b. Economic Development: November 24th at 11am
- X. Motion to Adjourn