



PERSONAL CARE PROMOTIONS COMMITTEE

Tuesday, July 28, 2026, 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: 213 407 447 786 137 | Passcode: Hq99R6ku

AGENDA

- I. Call to Order & Introductions
 - a. Roll Call / Attendance
- II. North Park Main Street & Executive Director Updates
 - a. Current district priorities affecting personal-care and wellness businesses
 - Mid-City Go available 9am-5pm
 - b. Status of previously approved plans and committee action items
- III. Economic Development: Personal-Care Business Landscape
 - a. Sector check-in: salons and barbers, nail businesses, spas, gyms, fitness/wellness studios, hospitals and clinics, and related services
 - b. Business openings, closures, vacancies, expansion needs, and emerging opportunities
 - c. Operating barriers: permitting, workforce, affordability, safety/cleanliness, parking, mobility, and accessibility
 - d. Business inventory, directory accuracy, and priority outreach to unrepresented businesses
 - e. Hiring fair ideal for businesses
 - Who would be interested in – Salons, NP Health services
 - f. Events for these businesses
 - Bubbles and Blowout – During Shop & Small
 - Get a token at a restaurant
 - Self-care passport
 - Trial Tuesday – for gyms
 - Bubbles and blowout
 - Health & Wellness Month
 - Book crawl of businesses – get a sample/appointment



- IV. Marketing & Explore North Park
 - a. Current campaign, content, audience, website, newsletter, and social-media updates
 - b. Personal Care & Wellness campaign: target audiences, seasonal story, participating businesses, and call to action
 - c. Business spotlights, offers/packages, user-generated content, cross-promotion, and media/influencer opportunities
- V. Promotional Programs & Partnerships
 - a. Evaluate a self-care passport, wellness week/open house, or neighborhood service showcase
 - b. Referral partnerships among personal-care businesses and with hospitals/clinics, employers, hotels, residences, and events
 - c. Business intake form, mailing directory, quarterly mailer, newsletter sponsorship, and networking opportunities
- VI. Events Updates & Planning
 - a. Taste of North Park: personal-care activations, offers, demonstrations, or recovery/wellness tie-ins
 - b. Putt-Oberfest
 - Sign-up in July
 - c. Shop Local Saturday, North Park Thursday Market, and other district event opportunities
 - Sign-ups for September
- VII. Committee Decisions, Action Items & Follow-Up
- VIII. Discussion / Additional Ideas
- IX. Next Meeting Dates
 - a. Retail: August 25, 2026, at 11:00 am
 - b. Economic Development: November 24, 2026, at 11:00 am
- X. Motion to Adjourn