



RETAIL PROMOTIONS COMMITTEE

Tuesday, August 25, 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: 277 791 487 610 188 | Passcode: 9YM7gL7f

AGENDA

- I. Call to Order & Introductions
 - a. Introduce new chair – Anna Hopkins
 - b. Roll Call / Attendance
- II. North Park Promotions Committee & Executive Director Updates
 - a. Wine Wednesday
 - Rumi Wine Bar – Sholeh has had great success
 - b. Fitness Trail Tuesdays- In development
 - c. Executive Updates
 - Taste, Putt-Oberfest open registration
 - Let NPMS if you want to register
- III. Promotional Ideas & Opportunities
 - a. Small Business Saturday – Sip and Shop Small
 - Spend \$10 at any retail store and get a free coffee
 - Hair salons – Bubbles and Blowout
 - US Bank will be the sponsor. Doubling our budget to get marketing
 - Overload, Our Story, Whip & Fur will be open to other gifts
 - There will be a map for Sip and Shop
 - Add ACE parking
 - Feedback
 - Gail (Girl Can't Help It) & Ashley (Joon) – Suggested to make a (retail) map for Sip and Shop Small
 - Kyle & Sholeh - A lot of people did not know about other stores about Sip and Shop Small
 - Sholeh (Our Story) – Make a post card of NP stores
 - Annual Map with retail locations
 - Sip and Shop Small will kick off the making of the NP map



- Stores will have to register to be part of the map
 - There will be a fee to be part of the quarterly map
 - A QR code of a digital map
 - Using vacant stores as a directory
- IV. Explore North Park Updates
 - V. Events Updates & Planning
 - a. Taste
 - Open registration there's only 2 retail spots
 - b. Putt-Oberfest
 - Want to help promote let NPMS know
 - VI. Discussion/Additional Ideas
 - VII. Action Items & Follow-Up
 - a. Quarterly Masp
 - VIII. Next Meeting Date
 - a. Economic Development: November 24th at 11am
 - IX. Motion to Adjourn
 - X. Optional: Short Informational Presentation on SB 969-“Entertainment Zone” – November meeting in Depth