Health & Wellness PROMOTIONS COMMITTEE

Tuesday, October 27, 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: 265 081 909 865 954| Passcode: UH3ib2cq

AGENDA

I. Call to Order & Introductions
   a. Roll Call / Attendance
II. North Park Promotions Committee & Executive Director Updates
   a. Maps of District / New Wayfinding
      - North Park Main Street will develop a district map and wayfinding programmed using an existing city reserve
      - The City will inventory existing North Park Main Street street signs and replace signs as needed
      - City approved directories but NOT sidewalk wayfinding
      - Brick-and-mortar business only
      - QR code will link to complete online directory; updates required only annually
      - Meet to discuss website development and this project to address A-frame sign concerns
III. Promotional Ideas & Opportunities
   a. Follow up on Trial Tuesday
      - **Fitness Expo Status:** REJECTED due to space constraints, required street closures, gym participation fees ($500-$600), and estimated $5,000–$8,000 loss
      - **Trial Tuesdays Model (APPROVED):**
        - Monthly recurring event on Tuesdays (first-come, first-served booking)
        - One featured gym per Tuesday
        - Self-service registration system for local gyms and fitness facilities

- Promotional content managed through North Park Main Street
- Can be shared to Explore North Park when branding requirements are met
- Multiple gyms per month possible (4-5 depending on number of Tuesdays), but each gym limited to one per month
- Online survey for business to sign up if they want to provide a class workout

IV. Explore North Park Updates
   a. **Current Focus:** Heavy content coverage for holiday marketing
   b. **November Momentum:** Additional event round-ups expected as the month progresses

V. Events Updates & Planning
   a. Sip and Shop Small
      - **Format:** Repeating last year's successful model (drove significant traffic to district)
      - **Program Target:** 1,000 free coffees (increased from 750 distributed last year)
      - **Customer Requirements:** Must spend $10 at participating district business before receiving free coffee
      - **Promotional Poster:** New poster to clarify eligibility (addresses issue of customers buying coffee first)
      - **Coffee Shop Flexibility:** Participating shops can define eligible drinks, sizes, exclusions, and modification charges
      - **Recruitment Timeline:** Complete by first week of November
      - **Sponsorship:** US Bank sponsoring the program (must be added to sponsorship list and Events.com materials)
   b. Brunch Walk
      - CANCELLED/ **Reasons for Delay:**
        - Only ~4 weeks remaining
        - Significant recruitment and collateral creation needed
        - Limited promotional time
        - New apartment buildings not open yet (original marketing target)
        - TABLED for this year
      - **Future Concept**

- Shorter morning event (9am-12pm)
- Lower-priced tickets ($25-$40)
- No alcohol permits required (eliminates major time/compliance burden)

VI. Discussion/Additional Ideas
   a. Trail Days and Promotions in North Park
      - **Floral Graffiti (2027 Concept)**
         - **Concept:** Pairing artists and florists to decorate light poles and public elements throughout North Park
         - **Format:** Walking art activation (non-ticketed event)
         - **Timing:** Likely Spring (when flowers are fresh/durable; avoid hot days)
         - **Potential Collaborators:**
         - David's Daughter (floral installations)
         - Art Alexia (creative installations, currently underutilized in district events)
         - Local florists (Carlsbad floral trade centers)
         - **Business Involvement:** Businesses could sponsor individual light pole installations (flowers)
   b. Turkey Trot with Coach B November 28th
      - NPMS will help promote this event

VII. Action Items & Follow-Up

VIII. Next Meeting Date
   a. Economic Development: November 24th at 11am
      - Focused on Entertainment District

IX. Motion to Adjourn

X. Entertainment District Informational Session