

# PROMOTION COMMITTEE MEETING

## AGENDA

Friday, December 16, 2011

11:00 AM

*North Park Main Street (3076 University Ave, San Diego, CA 92104)  
(619) 294-2501*

- 1) **Call to Order at 11:00 a.m.**
  
- 2) **Introductions & Announcements/Public Comment**
  
- 3) **Approval of Minutes & Agenda**
  
- 4) **Event Advertising Budgets**  
*(Discuss marketing budgets for 2012 events including the Festival of Arts, Taste of North Park and, possibly, the Toyland Parade.)*
  
- 5) **Other Tasting Event Ideas**  
*(Discuss the possibility of hosting another Tasting Event)*
  
- 6) **Farmers' Market Signage/Promotions**  
*(Give an update on signage for the North Park Farmers' Market and discuss additional ways to increase the amount of shoppers.)*
  
- 7) **Open Discussion**
  
- 8) **Adjourn**

**Next Month's Meeting:  
January, 20<sup>th</sup> 2012**