



Gaslamp Quarter Association
Marketing Committee Meeting Minutes

Tuesday, September 13, 2016 | 2:00 PM

Dick's Last Resort

345 Fifth Avenue | San Diego, CA 92101

Name	Email	Telephone	Business
Kaylyn Rogers	kaylyn@tinroofbars.com	(619) 230-8606	Tin Roof
Kirk Adams	kirk.adams@adidas-group.com	(619) 234-0319	Reebok
David Gamboa	david@a-7-d.com	(619) 574-6878	A7D
Carli Bazinett	carli@a-7-d.com		A7D
Kevin Leap	kevin@justmyticket.com	(619) 459-8582	Auto Show
Heather Rusthworth	heather@hardrockhotelsd.com	(760) 212-5711	Hard Rock Hotel
Gerry Granados	ggranados@sandiego.org	(619) 557-2868	SD Tourism Authority
Ashley Dyanne	ashley@bluejeansandbikinis.com	(619) 929-5748	Blue Jeans & Bikinis
Holly Losey	holly@cafesevilla.com	(714) 717-4945	Café Sevilla
Sarah Knox	sarah@lje.com	(619) 294-9880	Chuck Jones Gallery
Nick Biliotti	nick@ennebicomunications.com	(619) 846-0015	Enne Bi
Josefine Jandinger	josefine@theshouthouse.com	(619) 316-6300	The Shout House, Garage
Andres Murillo	andresmurillo@livenation.com	(619) 755-6355	House of Blues
Nicole Dahl	Nicoledahl1995@pointloma.edu	(949) 302-5209	House of Blues
Pearce Cleaveland	pearce@cliquehospitality.com	(702) 769-3365	Pendry Hotel/Clique
Medina Z. Povlain	medina@wmentertainmentgroup.com	(619) 549-4381	Carne Prima/Crazy Goose
Jill Gilboy	SanDiego_sales@hardrock.com	(619) 615-7643	Hard Rock Café
Jennifer Miller	jmiller@dlrmc.com	(619) 231-9100	Dick's Last Resort
Andrew Aiello- Hauser	Andrew.ah@everywon.org	(619) 876-0899	Everywon
Erin Liddell	erin@gaslamp.org	(619) 233-5227	GQA
Sherry An	sherry@gaslamp.org	(619) 233-5227	GQA

1. Meeting called to order – 2:02 PM
2. Introductions

New Business

3. **Patti Judd – San Diego Film Festival – Sept. 28 – Oct. 2**
 - a. Flash your badge promotions: attendees can flash their badge at participating businesses for a special, contact Laura if you want to participate.
 - b. Culinary Cinema: curated experience pairing the food based documentary, ANTS ON SHRIMP, with celebrated local chefs serving up a delicious food and wine pairing.
 - **Looking for one more chef to participate**
 - Location: ArcLight Cinemas/Westfield UTC in La Jolla
 - Sunday, October 2, 2016
 - c. **Industry Panels: Looking for a venue to host panels**
 - Capacity to fit 100 people seated, theater style, no food or drinks needed
 - Can bring own AV equipment if not available
 - Panel Times:
 - Friday, September 30 10:30AM – 3:00PM
 - Monday, October 1 12:00PM – 3:00PM
 - d. Contact Laura Harap (Laura@sdfilmfest.com) if you want to participate.
4. **Andrew Aiello-Hauser – Everywon San Diego ½ Marathon & 5K – Dec. 11, 2016**
 - a. Community improving fundraising program that supports up to 21 local causes, including the Gaslamp Quarter Historical Foundation.
 - b. Course will wind through Downtown San Diego, Balboa Park and East Village.
 - c. Looking for more teams of runners (minimum team size: 4), on course activations, promo codes for referrals
 - d. Contact Andrew Aiello-Hauser (Andrew.ah@everywon.org) for more information.
5. **Kevin Leap – San Diego International Auto Show – Dec. 29, 2016 – Jan. 2, 2017**
 - a. Attendees are 96% local, 6 figure attendance, largest convention after Comic Con
 - b. Event is Dec 29 – Jan 2 10:00AM – 9:00PM every day
 - c. **Looking to drive attendees to the Gaslamp for lunch and dinner**
 - Provide convention attendees with a special offer or discount
 - Participating businesses will be listed on their website
 - d. Contact Kevin Leap (kevin@justmyticket.com) for more information.
6. **Partnership Report – Medina – WM Entertainment Group and Lauren – The Quad Alehouse – Their experience with the Volaris Airlines/influencers from Mexico**
 - a. 8 Bloggers from Mexico came to San Diego with Volaris Airlines to blog about their experiences.
 - b. Medina and Lauren showed them around Gaslamp Quarter (Quad Alehouse, Coyote Ugly, Dick's Last Resort)

- c. Medina was contacted to create all-inclusive travel packages for affluent families in Mexico that want to travel here.
 - o Contact Medina (medina@wmentertainmentgroup.com) for more information.

Old Business

7. Lamplighter Awards

- a. Wednesday, November 16 at Parq Restaurant & Nightclub 7:00-10:00PM
- b. Sponsorship and Auction information available online at <http://www.gaslamp.org/ggaevents/lamplighter-awards>
 - o Also looking for silent auction items for places outside the Gaslamp such as Disneyland tickets, etc.
- c. Award categories will be decided by the GQA and reviewed by Lamplighter Committee
 - o Voting used to be done by paper ballots, but looking to possibly switch to online voting.
 - Laura H. said there are anonymous online voting services.

8. Pet Parade

- a. Sunday, December 11, 2016
- b. Pet Expo with stage (live music, mini contests, etc)
- c. Advertisement in San Diego Pets Magazine
- d. Parade route changed to start at MLK Promenade, going up on 4th Ave, turning right on E Street and back down 5th Ave, finishing at the arch.
- e. Hoping to have businesses offer Yappy Hour/Happy Meower/Yappy Meower or other special pet related promotions
 - o **If you are interested in chairing Yappy Meower, email Erin (erin@gaslamp.org)**
- f. If you have any questions or suggestions, please email erin@gaslamp.org

9. Fifth Avenue Passenger Loading Zone

- a. Started on Friday, September 2 lasting for 2 years
- b. Ticketing and towing will begin on Friday, September 30
- c. If you need more coasters and notices, please contact the GQA

10. Merchant Survey

- a. **Need everyone to fill out survey on www.gaslamp.org/surveys**
 - o Can update listing and contact information and give anonymous feedback for the GQA on any issues, changes, event feedback, etc.
- b. Please spread the word to people you know in the district to fill out the survey

11. 150th Update

- a. Please fill out merchant survey so the GQA can shape the 150th Anniversary campaign

12. Common Hashtag

- a. #GaslampSD

13. Non-Agenda Items

a. Gaslamp.org Event Calendar

- Submit your events to be added to the Gaslamp Quarter event calendar at www.gaslamp.org/submit
- Email a **400x200 pixel** event image to Sherry (sherry@gaslamp.org).
 - Please include in the subject or body of the email the venue and event title that matches your submission on the website.
 - **Image MUST BE 400x200 pixels**

b. Walk a Mile in Her Shoes by YWCA of San Diego County

- Tuesday, October 11 5:00PM – 7:00PM
- Walk starts on K street, follows MLK Promenade to 1st Street, right on Market Street and back down 5th Avenue to the start/finish line in the park
- No street closures, walkers use sidewalks and designated crossings.
- Visit ywcasandiego.org to learn more and for sponsorship and giving opportunities.
 - Contact Darlene Moreno, Development Associate, at development@ywcasandiego.org or (619) 239-0355 x225 for more information.

c. Discussion about Union Tribune in regards to the 150th Anniversary

- Pearce from Clique Hospitality and Heather from Hard Rock Hotel both said that the UT is a good fit for the 150th Anniversary because they have a wide demographic coverage with all their different digital and print platforms.

d. The Shout! House and Courtyard Concert Series

- First one held on October 29th, Family friendly
- Looking for sponsors, contact Josefine (josefine@theshouthouse.com) if interested.

14. Meeting Adjournment – 3:00 PM

NEXT MEETING

Tuesday, October 11, 2016 at 2:00pm

Tin Roof

401 G Street

San Diego, CA 92101