Gaslamp Quarter Association
Marketing Committee Meeting Minutes
Tuesday, October 11, 2016 | 2:00 PM
Tin Roof
401 G Street | San Diego, CA 92101

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1. Meeting called to order – 2:03 PM
2. Introductions

New Business

3. Gerry Granados – San Diego Tourism Authority
   a. Kids free October
      o Free for kids 12 and under every day
4. Discussion of a Gaslamp Gift Card
   a. Create a Gaslamp Gift Card that is available at all participating locations throughout the Quarter.
   b. Example of a successful Gift Card program: Boulder, Colorado BID

5. Visitor/Guest Demographic Data Collection
   a. GQA wants to create a comprehensive marketing plan for a new Gaslamp vision for the 150th birthday and to show that we are also culturally rich with incredible architecture and stories.
   b. We are currently gathering data for further research about the demographics of the visitors of the Gaslamp
      o It would be great if your business is willing to share that data with us
   c. Please contact Erin (erin@gaslamp.org) with any questions

6. Halloween Website
   a. Submit your Halloween events to Sherry (sherry@gaslamp.org) to be included in the Halloween in the Gaslamp page.

Old Business

7. Walk a Mile in her shoes tonight!

8. Lamplighter Awards
   a. Verify your categories, email us with any questions
   b. Appetizer sponsors
      o All the spots are taken to provide appetizers for the event
Sous Chef Competition
- Contact Kaylyn Rogers (kaylyn@tinroofbars.com) about appetizers

Auction Items
- Items don’t have to be in the Gaslamp since it is an industry event
- Contact Nic Alonzo (nic@fluxxsd.com) about auction items

Sponsorship opportunities still available
- Contact Erin (erin@gaslamp.org) with any questions.

Pet Parade
a. Sunday, December 11, 2016 1-5PM
b. Title Sponsor: The San Diego Union Tribune
c. Presenting Sponsor: VCA Market Animal Hospital
d. Pet Expo with stage (live music, mini contests, etc) at Hilton Park
   - ~20 businesses that are mostly pet related
e. Member businesses have the opportunity to include something in the goodie bag for free
f. Stage: MC from Fox 5, San Diego Humane Society and Doozydog are the Award Sponsors
   - Greyfrairs Bobby Award
     - Symbolizes friendship, loyalty and service
     - First award will be given to Oscar, who retired from the Canine Unit
       - There will also be a demonstration with another dog from the Canine Unit
g. 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.
h. Yappy Meowers: drink specials, hot dogs, etc
   - Promotional plan with SD Humane Society leading up to the event
     - If you donate something you will receive a discount off the entry fee for the Pet Parade
     - Business will be listed on the program
   - If you want to participate, email Erin (erin@gaslamp.org)

Fifth Avenue Passenger Loading Zone
a. ~80 tickets given out
b. No A-frames this past weekend

c. Feedback:
   - A lot of guests from Café Sevilla were upset
   - Saturday looked really slow in the Quarter with no cars, making it seem as if businesses were closed.
   - Have A-frames up for a few more weeks

150th Update
a. RFP out for advertising firms to come up with creatives
b. Will show the options to the marketing committee

c. Advertisements will mostly be for Off Peak Parking
   o $5 deals and parking

d. $2 Tuesday has been over since June

e. Public Art Campaign
   o Alonzo Horton called this area a “Dusty field of rabbits” when he first came here
   o Planning to have a group of rabbit sculptures painted by different artists that a strategically placed throughout the quarter
      • Ideally placed in front of galleries and the galleries find the artists to paint it
   o Rabbits will be auctioned off at next year’s Lamplighter Awards as fundraising for the new Gaslamp Arch.

12. Common Hashtag
   a. #GaslampSD

13. Non-Agenda Items
   a. Gaslamp.org Event Calendar
      o Submit your events to be added to the Gaslamp Quarter event calendar at www.gaslamp.org/submit
      o 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. January 10th Marketing Committee Meeting
      o Full lunch at Lion Fish in the Pendry

14. Meeting Adjournment – 2:59 PM

   NEXT MEETING
   Tuesday, November 8, 2016 at 2:00pm
   Tin Roof
   401 G Street
   San Diego, CA 92101