**Gaslamp Quarter Association**

**Marketing Committee Meeting Minutes**

Tuesday, December 13, 2016 | 2:00 PM

Carne Prima Italian Steakhouse

314 Fifth Avenue | San Diego, CA 92101

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Email** | **Telephone** | **Business** |
| Jessica Amaya | jessica@sparksgallery.com | (619) 696-2416 | Sparks Gallery |
| Pearce Cleaveland | pearce@cliquehospitality.com | (702) 769-3365 | Clique/Pendry |
| Andres Murillo | andresmurillo@gmail.com | (619) 755-6355 | House of Blue |
| Camille Riley | camille@mcfarlanepromotions.com | (619) 792-8944 | McFarlane |
| Perri Spiller | perri@henryspub.com | (619) 459-1808 | Henry’s Pub |
| Rhiannon Luna | rluna@gaslampfoundation.com | (619) 233-4682 | GQHF |
| Tony Wang | tong@catcafesd.com | (619) 786-2289 | The Cat Café |
| Ashley Dyanne | ashley@bluejeansandbikinis.com | (619) 249-0916 | Blue Jeans and Bikinis |
| Greg Baldyga | greg@hortongrand.com | (619) 994-4814 | Horton Grand |
| Madalena Rodriguez | rodriguez.madalena@gmail.com | (702) 204-4050 |  |
| Kevin Leap | kevin@justmyticket.com | (619) 459-8582 | SD Intl Auto Show |
| Savanna Rakofsky | savanna@fluxxsd.com | (850) 566-2352 | FLUXX |
| Cornell Stanton | cornell.stanton@adidas-grouop.com | (619) 234-0319 | Reebok FitHub |
| Erin Liddell | erin@gaslamp.org | (619) 233-5227 | GQA |
| Sherry An | sherry@gaslamp.org | (619) 233-5227 | GQA |
| Alex Ward | alex@gaslamp.org | (619) 233-5227 | GQA |

1. **Meeting called to order –** 2:00 PM
2. **Introductions**

**New Business**

1. **Kevin Leap – International Auto Show**
	1. Event Dates: Thursday, December 29 – Monday, January 2 10AM – 9PM
	2. 6 Figure attendance, 97% local attendees
		* Encourage attendees to dine in Gaslamp restaurants
		* There are in and out privileges at the auto show
	3. Contact Kevin Leap if you want to offer discounts for attendees
		* Offers will be listed on website and promoted on social media, radio, and TV.
	4. Kevin Leap – kevin@justmyticket.com – (619) 459-8582
2. **McFarlane Promotions – Mardi Gras**
	1. Two events for 2017:
		* Saturday, February 25th: Mardi Gras Big Easy Bites & Booze Tour
			+ Looking for 20 restaurants to do Mardi Gras inspired food & drinks
				- Similar to Toast of Gaslamp
				- Each location will be provided with beads to give guests
		* Fat Tuesday, February 28th: Mardi Gras Masquerade Parade & Celebration
			+ Guests have in and out privileges
	2. Dinner packages for Fat Tuesday Mardi Gras
		* $30 and restaurants receive the $30 back for each package sold
	3. Specials for Mardi Gras will be listed on the website
	4. Promotions on social media, website, radio, and TV
	5. 3 VIP Venues – contact Camille if interested in being the VIP Venue
	6. Encouraged to do a float or walk in a group to promote your business
	7. Contact Nic Alonzo if you want to be part of Entertainment Committee
	8. Contact Camille if interested – camille@mcfarlanepromotions.com – (619) 792-8944
3. **Gaslamp Quarter Gift Card Program**
	1. Exclusive and common gift card for the Gaslamp Quarter that swipes like a credit card, purchaser able to load in amount of money, no cost to merchants
	2. Participating venues will be listed on the website
	3. Takes around 3 months to put together
	4. Questions and Suggestions:
		* Can specific regulations be implemented for specific businesses?
		* What is the footprint of businesses that can participate? (Regular members, Associate Members, Friends of the Gaslamp?)
		* Themed gift cards to make it a collectible
		* Promotions if you have gift card or point system?
	5. Email Erin (erin@gaslamp.org) with any questions or suggestions

**Old Business**

1. **Discussion on Toast of Gaslamp**
	1. Saturday, December 10th
	2. Around 700 sold online and attendees were a mix of locals and tourists
	3. Promotions were run on social media, radio, and TV
	4. Suggestions:
		* Limit the amount of alcohol restaurants serve, maybe provide cups
		* Make sure locations have proper liquor licensing
		* Retail: maybe change to they have to buy something to get their drink or text # for discount that is sent to email to build subscribers, or bring ticket in the future for a discount
2. **Discussion on Pet Parade**
	1. Sunday, December 11, 2016 1-5PM
	2. Around 350 pets registered
	3. Yappy Meowers needed to be better promoted
		* Provide posters for Yappy Meower locations like Taste of Gaslamp
		* Stamps/check off at each Yappy Meower location to be entered into a raffle
3. **150th Update**
	1. Rabbit sculptures
		* One rabbit for each decade, artists receive $500 honorarium
		* Rabbits will be on wheeled pedestals
4. **Common Hashtag**
	1. **#GaslampSD**
5. **Non-Agenda Items**
	1. Send Christmas and New Years events and operating hours to Sherry (sherry@gaslamp.org)
6. **Meeting Adjournment –** 3:07 PM

**NEXT MEETING**

Tuesday, January 10, 2017 at 2:00pm

Lion Fish at the Pendry

San Diego, CA 92101