**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

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