**Gaslamp Quarter Association**

**Marketing Committee Meeting Minutes**

Tuesday, January 10, 2016 | 2:00 PM

Horton Grand Hotel

311 Island Avenue | San Diego, CA 92101

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| --- | --- | --- | --- |
| **Name** | **Email** | **Telephone** | **Business** |
| Cornell Stanton | [cornell.stanton@adidas-group.com](mailto:cornell.stanton@adidas-group.com) | (619) 234-0319 | Reebok FitHub |
| Bess Eberhardt | [bess.eberhardt@visitsandiego.com](mailto:bess.eberhardt@visitsandiego.com) | (619) 525-5243 | SD Convention Center |
| Rita de la Fuente | [rita.delafuente@visitsandiego.com](mailto:rita.delafuente@visitsandiego.com) | (619) 525-5277 | SD Convention Center |
| 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 |
| Greg Baldyga | [greg@hortongrand.com](mailto:greg@hortongrand.com) | (619) 994-4814 | Horton Grand Hotel |
| Holly Losey | [holly@cafesevilla.com](mailto:holly@cafesevilla.com) | (714) 717-4945 | Café Sevilla |
| Paul Dilengo | [paul@parqsd.com](mailto:paul@parqsd.com) | (702) 204-4050 | Parq |
| Janey Velasco | [janey@mcfarlanepromotions.com](mailto:janey@mcfarlanepromotions.com) | (619) 233-5008 | McFarlane |
| Tisha Ann Lopez | [tisha@bluejeansandbikinis.com](mailto:tisha@bluejeansandbikinis.com) | (619) 227-7664 | Blue Jeans and Bikinis |
| 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 |
| Michael Trimble | [michael@gaslamp.org](mailto:michael@gaslamp.org) | (619) 233-5227 | GQA |

1. **Meeting called to order –** 2:10 PM
2. **Introductions**

**New Business**

1. **Paulina Porter-Tapia - CityBeat**
   1. Gaslamp will be the front and back cover of the City Beat San Diego Restaurant Guide
      * Back cover will be an advertisement for Off Peak Parking
        + Off Peak Parking: 6th & K Parkade Sunday – Thursday 6PM-3AM $5 flat rate parking.
        + Will be doing digital and radio promotions
          - If you have events hosted every week during Off Peak Parking times, please send content to Sherry ([sherry@gaslamp.org](mailto:sherry@gaslamp.org))
   2. All Gaslamp businesses can receive discounted special pricing for advertisements in the Restaurant Guide
   3. San Diego Restaurant Guide: 6-month long magazine, distributed to airport and hotels

**Old Business**

1. **Update on Bites/Booze Tour and Mardi Gras**
   1. Bites and Booze Tour: Saturday, February 25 1PM – 5PM
   2. Mardi Gras Parade: Tuesday, February 28
   3. Need 8 more restaurants for the Bites & Booze Tour
   4. Restaurant Package deal for Mardi Gras is full
   5. Still looking for restaurant specials for the Food & Drink Specials Program in Mardi Gras
   6. Reebok FitHub is interested in participating in Bites & Booze Tour, can we add a retail component?
   7. If interested in participating, please contact Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org))
2. **Parade for Mardi Gras**
   1. Mardi Gras Parade: Tuesday, February 28
   2. Encourage to have Floats for your businesses
      * Great for team building, promotions
   3. There are also a few fire trucks for you to sponsor to use as the Float for the parade
   4. If interested, please contact Laurel ([laurel@mcfarlanepromotions.com](mailto:laurel@mcfarlanepromotions.com))
3. **Gaslamp Gift Card Update**
   1. Drives to have people only spend money in the Gaslamp
   2. No cost to merchants, GQA will front all start up costs
   3. Purchaser has to pay an activation fee
   4. Custom sleeves available
   5. Convention center: RCI Consulting
      * If interested in the processor, email Bess Eberhardt ([bess.eberhardt@visitsandiego.com](mailto:bess.eberhardt@visitsandiego.com))
   6. Promotion plan for gift card: website, social media, San Diego Tourism Authority, Convention Center, meeting planners, special events, holiday gifts (holiday specials)
4. **150th Update – Gaslamp Rabbitville 150**
   1. 15 40 inch high fiber glass rabbits painted by 15 different artists
      * Application for artists due by February 10
   2. Planning to unveil rabbits on Padres opening day and then placed throughout the Quarter and San Diego
   3. Sponsors of the rabbits can choose through a catalogue for which artist they want and work together.
      * Top Tier sponsor can keep the rabbit after the 7-month exhibition
      * Sponsors will have a plaque with sponsor info.
   4. Planning to have the official 150th birthday party at an after party for the Taste of Gaslamp with the rabbits
   5. 150 themed deals: $15 or 15% off specials
   6. If you have rabbit related products or ideas, email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org))
5. **Common Hashtag**
   1. **#GaslampSD**
   2. **#Gaslamp150 for Off Peak Parking program and 150th Anniversary**
6. **Non-Agenda Items**
7. **Meeting Adjournment –** 3:00 PM

**NEXT MEETING**

Tuesday, February 14, 2017 at 2:00pm

Pendry?