## Gaslamp Quarter Association
### Marketing Committee Meeting Minutes
**Tuesday, March 14, 2017 | 2:00 PM**
**Hard Rock Hotel – “Imagine Room”**
**207 Fifth Avenue | San Diego, CA 92101**

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1. **Meeting called to order – 2:08 PM**
2. Introductions

Presentations – 5 min each

3. Carolyn Howard – Passport to San Diego
   a. 4th year of publication in January, magazine is published online and in print (Print in June & December)
   b. Coop opportunity – 8 participants per page
   c. Magazine is distributed to all airport terminals including the military, visitors centers, given to concierge for residents, included in some residential move-in packages, and is the only civilian magazine for relocation package for the military
   d. Email newsletters: 65% open rate, 97% renewal rate
   e. $180 per month for each venue
   f. Ads are due end of May for June issue, online advertising happens asap
   g. Contact Carolyn Howard (carolyn@passport-sd.com) if interested.

4. Downtown Partnership marketing video
   a. Branding campaign to promote all of Downtown San Diego
   b. Video for outreach, overall logo for all of Downtown as well as individual logos for each district created by Grizzly
      o Gaslamp Quarter’s logo should say Gaslamp Quarter not just Gaslamp
   c. Audience: millennial graduates, residents, locals
   d. Goal to launch during the summer
   e. Grassroots campaign, public art (utility boxes, banners, etc), print ads, social media
   f. #createthefuturesd and goal to create createthefuturesd.com
   g. Intent is to drive more business to open in downtown, office relocation, residents
   h. The Partnership already have lots of planned events that the Gaslamp Quarter can participate in and link with the 150 Anniversary (current 150 logo with Downtown logo instead of Gaslamp Quarter)
   i. Lifestyle video will be available in the future to be shared
   j. Can add own logo (ex: Live Nation) to the video to promote if necessary

5. Clean and Safe presentation

New Business

6. Gaslamp 150 Cocktail
   a. Contest to choose the Gaslamp 150 cocktail and voting will happen on Gaslamp.org
   b. Name of Cocktail:
      o The Sting Ray
      o The Dusty Rabbit (winner)
      o Horton’s Addition
      o Fifth Avenue Fizz
      o Wild Earp
      o New Town Tonic/150
      o Gaslamp 150
   c. Collateral will be created to contact businesses to see if they are interested in participating
d. Need to set Start and End date, winning cocktail will ideally be served at the Taste Afterparty

e. How to make participating locations known?
   o Locations serving the special will be on Gaslamp.org
   o Coasters for the drink with story & names of additional bars serving it
   o TV segment
   o 150 Trifolds for hotels, etc
   o Window clings to signify each location
   o Print Ads, Uber/Lyft ads

f. Questions or suggestions, email Erin (erin@gaslamp.org)

   a. Can receive up to 50k from the City through this Grant
   b. Needs to drive tourism and stays in hotels
   c. Create 150 Hotel package specials and different types of specials, packages, offers, deals and events from all businesses in the Gaslamp Quarter
   d. Offers will be listed on a page on our website as part of the 150 celebration.
      (Gaslamp.org/150)
   f. Please email your offer to Erin (erin@gaslamp.org) or Sherry (sherry@gaslamp.org)

8. 150 events, deals, promotions
   b. Please email your offer to Erin (erin@gaslamp.org) or Sherry (sherry@gaslamp.org)

Old Business

9. Update on $5 Flat Rate Parking – hand out of form
   a. Received parking funding to promote $5 flat rate parking at the 6th & K Parkade Sunday – Thursday 6PM – 3AM
   b. Advertisements are placed in magazine publications and online.
   c. Online webpage on the Gaslamp.org/parking page for the $5 flat rate promotion
      o Please send any events you may do during that time frame to Sherry and Erin to be listed on the website.
      o Form: http://www.gaslamp.org/wp-content/uploads/2017/02/5-Flat-Rate-Promotion-Merchant-Sign-Up.pdf
         - Email to sherry@gaslamp.org and erin@gaslamp.org

10. Update on Rabbitville – Gaslamp.org/150/rabbitville
    a. Artists will be notified soon.
    b. Looking for sponsors -> $10,000 to keep the rabbit
       o Raises funds for enhanced lighting on Fifth Avenue
c. Approximately 7 feet tall after 40-inch rabbit is placed on the stand
d. If you have any questions or suggestions email Erin (erin@gaslamp.org)

11. Gaslamp.org/150 website
   a. Banner added on Gaslamp.org homepage that leads people to Gaslamp.org/150
   b. Everything happening for the 150 will be posted on that page
   c. Please email any questions or suggestions to Sherry (sherry@gaslamp.org)

12. Meeting Adjournment – 3:05PM

   NEXT MEETING
   Tuesday, April 11, 2017 at 2:00pm
   Location: TBD