Gaslamp Quarter Association
Marketing Committee Meeting Minutes
Tuesday, April 11, 2017 | 2:00 PM
Rockin’ Baja Lobster
310 Fifth Avenue | San Diego, CA 92101

<table>
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1. Meeting called to order – 2:08 PM
2. Introductions

Presentations – 5 min each

3. Derek Fullerton – Discover North County, Discover Rancho Santa Fe
   a. 150th Anniversary special package for Gaslamp businesses that include print in a Gaslamp Getaway special section, digital and social.
   b. Magazines are direct-mailed to every business and residence in Rancho Santa Fe and Fairbanks Ranch and to businesses and premier residences in La Jolla, Del Mar, Solana Beach, Encinitas and Carlsbad.
   c. Participation in magazine is included in both Discover North County and Discover Rancho Santa Fe
   d. Demographics:
      o Readership: over 100,000 and growing steadily
      o Median Income/household: $172,697, Median Value of Home: $2,196,000
e. If interested contact: Derek Fullerton | derek@discoverncm.com | (619) 997-7662

4. Larry Kantor – Synergy World
   a. Gift and loyalty processing company
   b. Sells San Diego restaurant gift cards at Costco
   c. Get One Card: getonecarddemo.com
      o Customers see a list of participating offers and they can add the deals to their phones by pressing the redeem button
      o Gross sales are trackable, businesses receive email of daily redemption rate
      o Charge merchants $50/month, Merchants can freely update their deals
      o Mobile apps with push notifications
      o Cobrand website with Gaslamp Quarter website

New Business

5. 150 events, deals, promotions
   a. 150 Signature Cocktail, “The Dusty Rabbit”
      o Dusty Rabbit coaster will be given to all businesses having a Dusty Rabbit
         • Includes rules of the program & contest
      o Brochure on what it is for businesses
      o Winner announced at Taste of Gaslamp and served at events
      o Post picture of drink with hashtags to vote in the contest
   b. Del Mar Fair – “How the West was Fun”
      o SD Fair is the largest in California and 4th largest in the US
      o Cattle Drive: 3-5 miles/hr, 30-35 horseback and dogs, around 200 cows
         • Saturday, June 3rd 7AM – 9AM, around a 2 mile route
         • Rolling street closure
      o Looking at host a block party on May 24th (possible Island between 4th & 5th)
         • Country concert free to public, open to all ages, street team to promote
      o Cross Promotion Opportunities available
         • Email database of around 400,000 with ~18% open rate
      o Can provide collateral to promote: coasters, tickets, etc.
      o If interested contact: Katie Mueller (kmueller@sdfair.com) or Jennifer Hellman (jhellman@sdfair.com)
   c. 150 webpages
      o Email your 150 related events, promotions, offers to sherry@gaslamp.org or erin@gaslamp.org
   d. Impromptu Celebration Monday April 17
      o We will have a cake and staff will be visiting Alonzo Horton’s grave
   e. Kick off press conference (mid May! Pending the Mayor’s schedule)
      o Mid May depending on the Mayor’s schedule
      o Will be held at Gaslamp Square
6. **Golf Tournament – Monday, May 8th – First meeting tomorrow 4/12 3pm at barleymash**
   a. Sponsors can activate the holes, foursomes, etc.
   c. If interested contact Erin (erin@gaslamp.org)

7. **Taste of Gaslamp – Saturday, June 17th 12:30 – 4:30 After Party 4-6 (Altitude)**
   a. Only Taste that happens in the district where 100% of the proceeds go to the GQA
   b. Food & Drinks Only, Retailers can have a side walk sale if interested?
   c. GA Tickets are $30 presale, $40 day of | VIP Tickets are $60 presale, $70 day of
   d. If interested or have questions email - Erin (erin@gaslamp.org)

**Old Business**

8. **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.
         • Email to sherry@gaslamp.org and erin@gaslamp.org

9. **Update on Rabbitville – Gaslamp.org/150/rabbitville**
   a. Rabbits sold to 2 sponsors – Ghirardelli and Chris Ward’s office
   b. Rabbitville webpage will be updated with artist information as we get the completed products.
   c. If you know anyone that may want to sponsor a rabbit, contact Michael (michael@gaslamp.org) or Erin (erin@gaslamp.org)
   d. Sponsors can also use their own artist if they have one they prefer.

10. **Updated on Fifth Avenue signage for Fifth Avenue Passenger Loading Zone**
    a. Created bigger signs for each block and will be enforced by civic
    b. Tow truck staging will be at Tony Gwynn Drive instead of at Hard Rock Hotel
    c. Towing will begin at Market Street at 9PM

11. **Meeting Adjournment – 3:16PM**

**NEXT MEETING**
Tuesday, May 9, 2017 at 2:00pm
Location: TBD