Gaslamp Quarter Association
Marketing Committee Meeting Minutes
Tuesday, November 8, 2016 | 2:00 PM
Hard Rock Cafe
801 Fourth Avenue | San Diego, CA 92101

1. Meeting called to order – 2:06 PM
2. Introductions

New Business

3. Randy Hahn – Our City San Diego Publication
   a. B2B Publication with 35,000 page views per month on website and 15,000 copies mailed to specific recipients
   b. Puts your message in front of business leaders, politicians and decision makers
   c. Contact Randy if you want to place holiday party ads or have story ideas.

4. Laura Schwartz – The San Diego Union Tribune
   a. UT purchased Pacific Magazine, Pacific and Discover SD are now one magazine
   b. Advertising opportunities available contact Laura Schwartz.
   c. Next year is the 10th year anniversary.

5. Jocelyn Terry – Dearinger Salon
   a. American Express started the Small Business Saturday event in 2010 to promote small businesses on the Saturday after Thanksgiving.
   b. Dearinger will be doing raffles
      o If you want to donate prizes contact Jocelyn
      o Dearinger will post on social media for the business (11,000+ followers) and also news posts
   c. Do not have to accept American Express to be involved
   d. Contact Jocelyn Terry if you have any questions

6. Elyse Cornett – Fred San Diego
   a. FRED is a free service that operates through advertisements and sponsors and funding from the city.
   b. Offer around 4,100 rides per week with around 14,000 app downloads in August
   c. Currently have 17 operating cars and hoping for 20
   d. Bimonthly email sent to 14,000+ people
      o Contact Elyse if you want to advertise
   e. Discounted sponsorship opportunities available until end of 2016, contact Elyse for more information.

7. Andrew Aiello-Hauser – Everywon 5K
a. Course starts at Petco Park and ends at Hilton Bayfront  
b. $40 to register and $5 will be donated or run with a cause and raise $100  
c. Booths available at finish line.  
d. Contact Andrew if you want to be involved.

Old Business

8. Lamplighter Awards

9. Pet Parade
   a. Sunday, December 11 1-5PM  
   b. Estimated around 3000 people and 350 pets  
   c. Stage, vendors, contests, Greyfrairs Bobby Award, pet trainer  
   d. 350 goodie bags  
   e. Tickets and more info at holidaypetparade.com  
   f. Sign up by Friday if you want to be a Yappy Meower location  
   g. If you would like participate in Yappy Meower and host a donation jar for the San Diego Humane Society, they will send your venue information to their subscribers as a yappy meower location that is supporting them.  
   h. Contact Erin (erin@gaslamp.org) if you would like to participate

10. Fifth Avenue Passenger Loading Zone
   a. Still working on a plan with the city for better signage and ways to let people know  
   b. Email pictures, comments, and any concerns to michael@gaslamp.org  
   c. Gaslamp.org/parking will have real time parking information available soon

11. 150th Update
   a. Downtown Partnership funding received for public art campaign featuring 15 fiber glass rabbits that will be painted by artists.  
   b. Sponsorship packages are being put together.  
   c. A cohesive plan is still in progress

12. Common Hashtag
   a. #GaslampSD

13. Non-Agenda Items

14. Meeting Adjournment – 3:00 PM

NEXT MEETING
Tuesday, December 13, 2016 at 2:00pm  
Carne Prima  
314 Fifth Avenue  
San Diego, CA 92101