**Gaslamp Quarter Association**

**Marketing Committee Meeting Minutes**

Tuesday, August 15, 2017 | 2:00 PM

Smoking Gun

555 Market Street | San Diego, CA 92101

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| --- | --- | --- | --- |
| **Name** | **Email** | **Telephone** | **Business** |
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| Jessica Amaya | [jessica@sparksgallery.com](mailto:jessica@sparksgallery.com) | (619) 696-1416 | Sparks Gallery |
| 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 |

1. **Meeting called to order –** 2:04 PM
2. **Introductions**

**Work Session**

1. **What should we spend our Marketing Budget on next year?**
   1. Overview of what GQA has used their marketing budget on?
   2. What has been successful for your business?
   3. Events/media marketing survey

**New Business**

1. **The Gaslamp 150 Night at Petco – September 5 (playing the St. Louis Cardinals)**
   1. There will be links on Gaslamp.org that allows people to buy tickets
   2. Michael Trimble and Michael Georgopoulos will be throwing the first pitch
   3. Rabbitville will be on the field and at the Park at the Park
2. **Lamplighter Awards – Make sure to fill out your ballot**
   1. Lamplighter and 150th Anniversary Birthday Party combined
   2. Possibly October 11 or October 25
   3. Open to the public, high scale, auctions
   4. Possibly at the Hard Rock Hotel and on the streets
   5. Nominate your business for Lamplighter
   6. Gaslampmember.com
3. **Adding Park it on Market to the parking program**
   1. Validation Promotions – Email Erin if interested
   2. Put in business card to give away parking vouchers
   3. Photos: Wasio will be taking photos all over the district
      * Email us hi-res photos we can use especially ones with people in it

**Old Business**

1. **Update on Rabbitville – need help finding exhibition sites - Gaslamp.org/150/rabbitville** 
   1. Hop-Up Gallery was a great success during Comic-Con
      * Unveiled Pacific Magazine’s rabbit
   2. Current sponsors: Coca-Cola, Pendry, Instant Callers, Padres, City of San Diego District 3, Warner Brothers, Pacific
   3. Email Erin to give suggestions and contacts for exhibition sites
   4. Rabbitville: May 24, 2017 – May 24, 2018
2. **Update on Dusty Rabbit #DustyRabbit**
   1. Current #1 is Horton Grand
   2. Make sure to let your guests know if you are participating
3. **Gaslamp.org/150 website – events – need your events!**
   1. If you have any 150th Anniversary related events or events that can be branded with our 150th anniversary, please email to Sherry – [sherry@gaslamp.org](mailto:sherry@gaslamp.org)

**Non-Agenda Comments**

1. **Meeting Adjournment –** 3:00PM

**NEXT MEETING**

Tuesday, September 19, 2017 at 2:00 PM

Location: TBD