1. Meeting called to order – 2:00 PM
2. Introductions

New Business

3. Festival of Science and Engineering at Petco Park, March 3-11 – Silvana DelPiccolo
   a. Senior Manager of Philanthropy and Corporate Giving
   b. Biocom Institute [https://www.biocom.org](https://www.biocom.org)
   c. Biocom Insitute is Biocom’s charitable arm that focuses on science, technology, engineering, and math (STEM) education for K-12 students, life science workforce development in California, and STEM career programs and mentorship for veterans.
   d. [https://www.lovestemsd.org](https://www.lovestemsd.org)
   e. Free event, around 26,000+ attendees
   f. Wanted to learn how to engage the Gaslamp community
      o Programs are handed out during Festival Week (75+ events), with an additional 75,000+ attendees
• Logos on program & full details about promos on lovestemsd.org
  ○ Activations in Petco Park
    • Science of Fitness – STEM element
      ○ Sun deck at Petco Park
    • Science of Art
      ○ Collaboration between Macys and Charlotte Russe
  ○ 21+ Events
    • 2 Scientists walk into a bar (talks about their research or science)
    • Think Drink series partnering with Cards Against Humanities (science series) ~100-120 attendees
  ○ Suggestions:
    • Outreach to companies part of Biocom to do activations in venues in the Gaslamp Quarter like how companies do during Comic Con.
      ○ Interactive science projects, etc.

  g. Need all promotions to be sent in by Mid-December to guarantee inclusion in all collateral material.
    ○ If you are interested please contact Silvana DelPiccolo –
      sdelpiccolo@biocom.org

4. KSON Thanksgiving Dinner – USO military
   a. Country western station of Entercom
   b. Want to do a Thanksgiving Dinner at the USO location downtown for 200 people in the military that are away from family for the holidays and they need restaurants to donate food (Thanksgiving staples).
   c. Event is on Sunday, November 19th
   d. Will give restaurants donating food promotional opportunities with KSON
      ○ On-air mentions, signage in front of food, social media, air audio clips from the event, pictures
      ○ If multiple venues are donating, the promotions will be divided up
   e. Questions:
      ○ How are attendees getting there?
        • Lyft could possibly offer discounts
      ○ How is the food getting there?

5. Fleet Week – Military Appreciation Deals etc.
   a. Starts October 11th
   b. Gaslamp 150 cross promotion - Rabbitville will be on display
   c. If you want to do a promotion for Fleet Week, send to erin@gaslamp.org
      ○ Free to be involved
      ○ Example: Searsucker is offering 10% off check with military ID
6. **It’s Events Season!**
   a. **Oct. 28th** Monster Bash:
      - Same footprint as before
      - Use code GQA for $5 off GA and $10 off VIP Tickets
   b. **Oct. 29th** Ciclos Dias
      - Fifth Avenue is closed between Island and G, open for bikes to go through
      - If you would like to activate the area in front of your business, contact Alex (alex@gaslamp.org) for more information.
   c. **Nov. 5th** Fall Back Festival
      - GQA is the stage sponsor
      - Pig races, pony rides, blacksmith demonstration, Ms. Bob & Chickens
   d. **Nov. 7th** Gaslamp 150 / Lamplighter Awards – Sponsor a table, contribute to the auction – [www.gaslamp150gala.com](http://www.gaslamp150gala.com)
      - Honoring Tom Hom
      - Two parts to the event:
        - FLOAT: appetizers, Dusty Rabbit competition, silent auction
        - On 5th Avenue: sit down dinner, band, live auction, awards
      - After Party at Henry’s Pub
      - Looking for Silent Auction donations
         - If you would like to donate email erin@gaslamp.org
      - Ballots are due by October 20th – [www.gaslamp.org/voting](http://www.gaslamp.org/voting)
   e. **Dec. 10th** Gaslamp Holiday Pet Parade (10th Annual)
      - Expo: 1-5PM, Parade: 3PM
      - Title Sponsor: The San Diego Union-Tribune
      - Presenting Sponsor: Blue Buffalo
      - Shelter: Helen Woodward
      - Around 25 vendors at the Pet Expo, Parade will be going up 5th Avenue again
      - Floats & Bands for the parade
      - Should we do Yappy Meowers again? Send opinions or other suggestions to erin@gaslamp.org
      - If you would like to be in the Goodie Bag, contact Erin (erin@gaslamp.org)
         - Need all items by November 1st

**Old Business**

7. **Update on Rabbitville – need help finding exhibition sites - Gaslamp.org/150/rabbitville**
   a. Rabbitville will be at Fleet Week
   b. Currently have 9 sponsors, there is 1 more left to create
   c. Email Erin to give suggestions and contacts for exhibition sites

8. **Update on Dusty Rabbit #DustyRabbit**
   a. Top 5 Dusty Rabbits will be at the Gaslamp 150 birthday party on Nov. 7th where the final winner will be voted on by the guests of the event.
b. Current #1 Horton Grand, #2 Searsucker, #3 Quad Alehouse, #4 Henry’s Pub, #5 Blue Point Coastal Cuisine

9. Gaslamp.org/150 website – events – need your events!
   a. If you have any 150th Anniversary related events or events that can be branded with our 150th anniversary, please email Sherry – sherry@gaslamp.org

Non-Agenda Comments

10. Meeting Adjournment – 2:58PM

NEXT MEETING
Tuesday, November 14, 2017 at 2:00 PM
Location: TBD