GASLAMP QUARTER ASSOCIATION

BOARD OF DIRECTORS MEETING

MINUTES

**Wednesday, March 4, 2020 | 3:00 PM**

**Hotel Solamar**

**435 Sixth Ave., San Diego, CA 92101**

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| **Present Board**  **Members** | **Absent Board**  **Members** | **GQA Staff** |
| Cindy Blair  Dania Duke  Michael Georgopoulos  Bruce Getz  Howard Greenberg  Josefine Jandinger  Aron Langellier  Laurel McFarlane  Laurie Peters  Joe Santos  Pam Schwartz  Jim Shaw  Stephen Sherman  Nathan Wing | Wayne Partello  Kim Shattuck  Carlos Becerra  Jeffrey Burg- by phone | Michael Trimble  Alma Ascencio  David Perloff  Erin Liddell |

1. **Call to Order –** 3:02 p.m. – 10 Directors Present

Pam Schwartz- Arrived 3:05

Michael Georgopoulos- Arrived 3:07

Laurel McFarlane- Arrived 3:10

13 Directors Present

**NEW BUSINESS**

1. **Gaslamp Hoops Madness Event- Campaign and budget- ACTION**

Dania Duke – Arrived 3:15 14 Directors Present

**DISCUSSION: L McFarlane** presented the 2020 Gaslamp Hoops Madness budget request involving the production/ staff costs of the event, on Friday, March 20 and Saturday, March 21 coming to $50,000 budget with $10,000 in sponsorship, making the cost $40,000.00 **J. Burg** This event is in 16 days and right now my hotel is dealing with cancelations due to the Corona Virus. I’m worried about this expenditure and then not having the participation we would want, many companies on travel hold, lots of changes in the next 48 hours. Going to get worse than better. Focus it on 2021 Unless we can cancel without penalty on 24 hours. **L McFarlane** we are out the same money no matter what **A Langelier** people who are coming are not going to be from a plane this is going to be a local event. **L McFarlane** If we all run and hide then it looks like were scared. We are still selling tickets to Shamrock.  **J Santos** business will decline, but what is most important is finding ways to get people down here. **L McFarlane** Put messaging out what you are going to do.

**J Shaw** Can we go to the AV people, and get a refund if we postpone the event? Or offer to re-do the event at a different time. **L McFarlane** It will be easy to tell the AV to shift the event. Just move the date**. J Shaw** This event is about the NCAA basketball tournament and watch it on TV. **P. Schwartz** But even though we want to have creative ways to bring people down here, we are still 16 days away and how are we going to properly market the event to get people down? **M Georgopolous**- The teams will bring people here their friends, family, etc. will want to watch people play**! J Santos** all tickets are sold within 7 days for any event in San Diego people don’t make plans in 2 weeks. **J Shaw** the target is downtown residents and locals go to the buildings /condos and let them know to come!

**MOTION: Approve the budget move forward with the event with the idea that our production staff, Mcfarlane Promotions, along with the GQA alerts the membership that this event IS contingent on corona virus that we might have to move the date.**

**M Georgopolous/ Schwartz- 11/4/1**

**Motion passes**

**J Santos** send the members a “in focus” in the Gaslamp to all the members who have a big marketing teams and they’ll push out. **D Perloff** We’ll make a quick flyer of all the graphics. **L Mcfarlane** one flyer with all the events in the Gaslamp. Collective Message **D Duke** target all the sports venues around Gaslamp.

1. **Gaslamp.org development consultant team recommendations – ACTION**

**DISCUSSION**: RFP committee- C Blair, L Peters, D Duke, M Trimble and D Perloff received 4 RFPs however looking at the RFP proposals, wanted to go with local companies. The decision by the committee was to bring Formula and Elevated for formal presentations and the committees would make a recommendation to the board and ask the board for a vote from those two.

**L Peters** bothpresentations to compare were apples and oranges, totally different. Formula had specifics that were for the Gaslamp. Elevated was generic. Nothing in their program had specifics for the Gaslamp **M Trimble** Elevated has experience with clients like City’s, Nikon, but the GQA staff will have the most knowledge about our organization and be able to find/ update content accordingly**. P Schwartz** Apples and Oranges a few ideas that should be stolen from Formula that Elevated should use. **J. Jandinger** the GQA website, the backend, needs to be stable and have experience in the industry. The complexities of the membership, and its content should be handled by a qualified and experienced company like Elevated. **M Georgeopoulos** I have heard Elevated’s presentation so I am more partial to them, however I’m concerned Nick Billoti and ennebi are involved with Formula. On the bottom of the websites listed on formula’s presentation it has links to Nick Billoti’s sites, runningfish, and ennebi,. Someone should ask Sara A. if she is related to Nick Billoti’s company or entities**. C Blair**- Elevated preferred because of the type of the events listed and client base, their company can make a lot of more complex entities than a single restaurant site. **D Perloff** worked at Elevated for 6 months, confident that they can make the website we need**. J Santos** if that is how D Perloff the Director of Marketing feels than I don’t see why we don’t have the staff select who they would like to work with and form the right website. **D Duke** not very happy with the process. It wasn’t an even playing field for the RFP process. There were 3 on the committee, and then more people came into the final presentations. I’m not comfortable with the process. I am not aware Nick Billoti would be involved or was involved. **J shaw** I would not hire anyone for a 50K expenditure unless I had spoken to 2 professional references.

**MOTION: The Gaslamp Quarter Association hire for the website development with Elevated pending reference check**

**P Schwartz/ J Shaw**

**P Schwartz withdrew the motion**

**D Duke** Formula was creative and had out of the box ideas. What we need in this website as a member is that kind of creativity. We must come to the GQA meetings prepared especially making 50,60,70K expensive decisions. The presentation was sent via dropbox 24 hours ago. I couldn’t even open the presentation.

**L Mcfarlane** doesn’t feel comfortable voting because she hasn’t reviewed the files. I wouldn’t be making an educated vote. **L Peters** Let me clarify that Elevated was a higher bid of 64K and 48K was Formula and the timelines were vastly different.

**L Mcfarlane** proposed I feel comfortable voting for 65K and the staff picks the company.

**Substitute MOTION: The staff of the Gaslamp Quarter Association and Director of Marketing David Perloff can spend up to 65K for the website company of their choosing with two independent references.**

**L McFarlane/ S Sherman- 11/2/1**

**Motion Passes**

**MEETING ADJOURNMENT –** 4:29 p.m.