EXECUTIVE COMMITTEE

Conference Call

Call in number (515) 606-5420
Access code 719488
Host Pin 7225

Wednesday, April 1, 2020 | 2:00 PM

AGENDA

1. Call to Order

Discussion Items

2. GQA Financial projections due to COVID19
   - List of additional expenses to cut

3. Employee Retention Loan
   - Are BIDS eligible
   - Meeting with BID Directors at 1:00 PM

4. Gaslamp Messaging
   - Welcome back campaign
   - Outreach and messaging
   - What is the focus of the GQA now through the re-opening of businesses?
   - What is the focus of the GQA after businesses return?

5. Marketing and Promotion
   - Alternative marketing concepts replacing Parking Perks
     For remainder of FY20
6. Open issues
7. Adjournment