



## 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**

GQA Board of Directors  
Meeting

Wednesday, February 26, 2020 | 3:30PM  
San Diego Marriott Gaslamp Quarter 660 K Street, 8<sup>th</sup> Floor,  
San Diego, CA 92101

