



EXECUTIVE COMMITTEE

Zoom Conference Call

Friday June 12, 2020 | 3:30 PM

AGENDA

1. **Call to Order**

Discussion Items

2. **Heart of San Diego – Welcome back campaign**

- Review video rough cut
- Review social strategy
- Media buys and launch date
- Merchant responsibility to participate
- Pledge
- Beautification prior to opening
- Painting 5th Ave with "Heart of San Diego"
- Strategy for removing plywood from business

3. **Curbside Gaslamp update**

- Status of permit
- Participants list
- Production and road closures
- Launch date
- Status of participants

4. **Artisan Market - update**

- New date for reopening
- Permit and new protocol changes

5. **Retreat – update**

- Location – in person vs Zoom
- Date, time

6. Adjournment

