



**Gaslamp Quarter Association  
Marketing Committee Meeting Minutes**

Tuesday, August 16, 2016 | 2:00 PM  
Café Sevilla  
353 Fifth Avenue | San Diego, CA 92101

<b>Name</b>	<b>Email</b>	<b>Telephone</b>	<b>Business</b>
Lauren Miller	<a href="mailto:lauren@quadalehouse.com">lauren@quadalehouse.com</a>	(858) 688-1293	Gaslamp Tavern & Quad Ale House
Medina Z. Povlain	<a href="mailto:whoismedinaz@gmail.com">whoismedinaz@gmail.com</a>	(619) 549-4381	Carne Prima, Crazy Goose, Bugsy's BBQ
Josefine Jandinger	<a href="mailto:josefine@theshouhouse.com">josefine@theshouhouse.com</a>		The Shout House, Garage
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Jennifer Miller	<a href="mailto:jmiller@dlrmc.com">jmiller@dlrmc.com</a>	(619) 231-9100	Dick's Last Resort
Pearce Cleveland	<a href="mailto:pearce@cliquehospitality.com">pearce@cliquehospitality.com</a>	(702) 769-3365	Clique Hospitality
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Traoy Johnson	<a href="mailto:tjohnson@coldbeerscali.com">tjohnson@coldbeerscali.com</a>	(480) 395-6870	Cold Beers & Cheeseburgers
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Kevin Dailey	<a href="mailto:kevin@cliquehospitality.com">kevin@cliquehospitality.com</a>	(702) 348-4428	Clique Hospitality
Vanessa Teixeira	<a href="mailto:Vanessa.teixeira@starwoodhotels.com">Vanessa.teixeira@starwoodhotels.com</a>	(619) 744-2017	The Westin Gaslamp Quarter, THE US GRANT Hotel
Gerry Granados	<a href="mailto:ggranados@sandiego.org">ggranados@sandiego.org</a>	(619) 557-2868	San Diego Tourism Authority

Erin Liddell	<a href="mailto:erin@gaslamp.org">erin@gaslamp.org</a>	(619) 233-5227	GQA
Alex Ward	<a href="mailto:alex@gaslamp.org">alex@gaslamp.org</a>	(619) 233-5227	GQA
Sherry An	<a href="mailto:sherry@gaslamp.org">sherry@gaslamp.org</a>	(619) 233-5227	GQA

**1. Meeting called to order – 2:05 PM**

**2. Introductions**

**New Business**

**3. Fifth Avenue Auto Showcase/Music Festival**

- a. The 8<sup>th</sup> Annual Auto Showcase is planned for Saturday, October 8.
- b. Shrinking the footprint of the auto showcase to incorporate live music, beer & champagne lounge.
- c. In past years around 15,000 people attended
- d. Email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org)) to learn about opportunities to participate.

**4. Our City – Holiday Party Advertising Opportunities**

- a. Our City is a new corporate publication that is both print and digital
- b. Many people look for places to have their holiday parties at in this publication.
- c. Email Erin for Our City contact information if interested in advertising.

**5. Marketing Surveys**

- a. Make sure your business listing on our website is accurate.
  - o The category you choose to be listed as on our website directory will be the category you are nominated for in the Lamplighter Awards.
- b. Survey to know your business' busy and slow times will be sent out so the GQA can schedule and plan our events to bring more people to the Gaslamp Quarter during the slow times.
  - o Survey will come out on Friday
- c. Gaslamp's 150<sup>th</sup> Anniversary
  - o April 2017 is Downtown San Diego's 150<sup>th</sup> Anniversary
  - o Brainstorm ideas for 150

**DISCUSSION:**

- Photo Competition: Top photos of the Gaslamp sign
- Install a second Gaslamp Quarter archway
- Historic Buildings Feature: what was it before vs. what is it now
- Transform storefronts to look like the way they would be back in the days (old bars, horses, carriages, etc)
- GPS Augmented virtual reality & video tour
- Cuisine specials: renditions of what type of food used to be served
- Specials circling the number 150
  - o What's your Gaslamp memory? -> 150 Best Gaslamp Memories
  - o 15/150 related deals

- 150 days countdown
- Dress up in outfits of the different decades
- Rabbit sculptures spread throughout the district
  - The area was referred to as “rabbit ville” before Alonzo Horton arrived
  - Rabbit sculptures hand painted by local artists will be displayed throughout the district and then auctioned off for charity.
  - Possibly a parade during the first reveal
- Words that represent Gaslamp Quarter:
  - Story, seductive, historically modern

## 6. Lamplighter Awards Subcommittee

- a. Tuesday, November 15, 2016
- b. Fundraiser for the Gaslamp Quarter Association
  - Restaurants participate by providing appetizers for the event
  - Businesses are given the Best of the best awards
- c. Subcommittee:
  - Laurel McFarlane is in charge of the event and subcommittee and delegates tasks to members.
  - First meeting: **Thursday, August 25<sup>th</sup>, 2016** | 4:00 PM | Location TBD
    - Email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org)) if you want to attend

## Old Business

### 7. Recap of July

- a. **MLB All-Star Games**
  - People stayed around Petco Park & Convention Center
    - Event hurt business if located further away from Petco Park
    - Businesses closer to Petco and Convention Center got a slight business increase.
- b. **Pride**
  - The LGBT community was not happy with taking events outside of Hillcrest
  - Sentiment that businesses here were just using the event to make money
    - Need to somehow contribute to the LGBT community before to change that sentiment
- c. **Comic-Con**
  - Most businesses benefitted and got their business more well known
  - Hard to get people to go to the side streets and past market street.
  - Was the July 101 meeting helpful?
    - Email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org)) to give us feedback on how we are doing and ways to improve.

### 8. Gaslamp.org

- a. Homepage features stories on Dine, Weekend Blog and Stay.

- b. Email your specials and events to Sherry ([sherry@gaslamp.org](mailto:sherry@gaslamp.org)) to be included in the weekend blog.

## 9. Common Hashtag

- a. #GaslampSD

## 10. Non-Agenda Items

### a. Fifth Avenue Nighttime Active Loading Zone

- Fifth Avenue from Broadway to Harbor turns into 3 minute loading zones on Friday and Saturdays from 8PM – 3AM starting September 2<sup>nd</sup>.
  - Doesn't not affect taxi and valet stands
- Effort to decongest 5<sup>th</sup>, allow first responders to respond faster and to get customers to your places faster
- Digital and radio campaigns being planned to inform people
- Press conference: may need businesses present to say good things about it

### b. Guide Dogs for the Blind (GDB) Partnership

- GDB's 14<sup>th</sup> Annual Canine Heroes Auction will be held on Saturday, September 24 in San Francisco, California.
- GDB is entirely funded by private donations and offers programs and services at no charge to blind men and women throughout the US and Canada.
- Attendees are affluent, highly educated and active purchasers of luxury goods.
  - Guests include prominent business executives and influential community leaders that enjoy travel, entertainment, dining and fine wine.
- Asking Gaslamp businesses to donate gift cards, etc to their foundation for their auction in San Francisco.
- In exchange, they are also willing to provide items for Lamplighter Awards
- Email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org)) if you would like to participate.

## 11. Meeting Adjournment – 2:57 PM

### **NEXT MEETING**

Tuesday, September 13, 2016 at 2:00pm  
Dick's Last Resort  
345 Fourth Avenue  
San Diego, CA 92101