



**Gaslamp Quarter Association  
Marketing Committee Meeting Minutes**

Tuesday, October 11, 2016 | 2:00 PM

Tin Roof

401 G Street | San Diego, CA 92101

Name	Email	Telephone	Business
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Sherry An	<a href="mailto:sherry@gaslamp.org">sherry@gaslamp.org</a>	(619) 233-5227	GQA

1. Meeting called to order – 2:03 PM

2. Introductions

**New Business**

3. Gerry Granados – San Diego Tourism Authority

a. Kids free October

o Free for kids 12 and under every day

- Promotions: TV, Digital and Radio
- Eblasts & things to do email (every Tuesday)
  - Submit events to their website
  - Advertising opportunities available
- How GQA Members can participate:
  - Share about Kids free October promotion at a nearby attraction and accompany deals with that to bring people to your business
- b. New Year's Eve promotions will be happening all of December
- c. Newspaper insert placed in major publications in many cities
  - 2 times a year
  - Half editorial and half advertisements
  - Each insert goes to around 500,000 households
- d. New website launch: October 24<sup>th</sup>
  - MemberNet will freeze one week before launch date so make sure to update your business information now.
- e. Contact Gerry Granados ([ggranados@sandiego.org](mailto:ggranados@sandiego.org)) with any questions.

#### **4. Discussion of a Gaslamp Gift Card**

- a. Create a Gaslamp Gift Card that is available at all participating locations throughout the Quarter.
- b. Example of a successful Gift Card program: Boulder, Colorado BID

#### **5. Visitor/Guest Demographic Data Collection**

- a. GQA wants to create a comprehensive marketing plan for a new Gaslamp vision for the 150<sup>th</sup> birthday and to show that we are also culturally rich with incredible architecture and stories.
- b. We are currently gathering data for further research about the demographics of the visitors of the Gaslamp
  - It would be great if your business is willing to share that data with us
- c. Please contact Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org)) with any questions

#### **6. Halloween Website**

- a. Submit your Halloween events to Sherry ([sherry@gaslamp.org](mailto:sherry@gaslamp.org)) to be included in the Halloween in the Gaslamp page.
- b. <http://www.gaslamp.org/ggaevents/halloween-in-the-gaslamp>

### **Old Business**

#### **7. Walk a Mile in her shoes tonight!**

#### **8. Lamplighter Awards**

- a. Verify your categories, email us with any questions
- b. Appetizer sponsors
  - All the spots are taken to provide appetizers for the event

- Sous Chef Competition
- Contact Kaylyn Rogers ([kaylyn@tinroofbars.com](mailto:kaylyn@tinroofbars.com)) about appetizers
- c. Auction Items
  - Items don't have to be in the Gaslamp since it is an industry event
  - Contact Nic Alonzo ([nic@fluxsd.com](mailto:nic@fluxsd.com)) about auction items
- d. Sponsorship opportunities still available
- e. Contact Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org)) with any questions.

## 9. Pet Parade

- a. Sunday, December 11, 2016 1-5PM
- b. Title Sponsor: The San Diego Union Tribune
- c. Presenting Sponsor: VCA Market Animal Hospital
- d. Pet Expo with stage (live music, mini contests, etc) at Hilton Park
  - ~20 businesses that are mostly pet related
- e. Member businesses have the opportunity to include something in the goodie bag for free
- f. Stage: MC from Fox 5, San Diego Humane Society and Doozydog are the Award Sponsors
  - Greyfrairs Bobby Award
    - Symbolizes friendship, loyalty and service
    - First award will be given to Oscar, who retired from the Canine Unit
      - a. There will also be a demonstration with another dog from the Canine Unit
- g. Parade route changed to start at MLK Promenade, going up on 4<sup>th</sup> Ave, turning right on E Street and back down 5<sup>th</sup> Ave, finishing at the arch.
- h. Yappy Meowers: drink specials, hot dogs, etc
  - Promotional plan with SD Humane Society leading up to the event
    - If you donate something you will receive a discount off the entry fee for the Pet Parade
    - Business will be listed on the program
  - If you want to participate, email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org))

## 10. Fifth Avenue Passenger Loading Zone

- a. ~80 tickets given out
- b. No A-Frames this past weekend
- c. Feedback:
  - A lot of guests from Café Sevilla were upset
  - Saturday looked really slow in the Quarter with no cars, making it seem as if businesses were closed.
  - Have A-Frames up for a few more weeks

## 11. 150<sup>th</sup> Update

- a. RFP out for advertising firms to come up with creatives

- b. Will show the options to the marketing committee
- c. Advertisements will mostly be for Off Peak Parking
  - o \$5 deals and parking
- d. \$2 Tuesday has been over since June
- e. Public Art Campaign
  - o Alonzo Horton called this area a “Dusty field of rabbits” when he first came here
  - o Planning to have a group of rabbit sculptures painted by different artists that a strategically placed throughout the quarter
    - Ideally placed in front of galleries and the galleries find the artists to paint it
  - o Rabbits will be auctioned off at next year’s Lamplighter Awards as fundraising for the new Gaslamp Arch.

## 12. Common Hashtag

- a. #GaslampSD

## 13. Non-Agenda Items

### a. Gaslamp.org Event Calendar

- o Submit your events to be added to the Gaslamp Quarter event calendar at [www.gaslamp.org/submit](http://www.gaslamp.org/submit)
- o Email a **400x200 pixel** event image to Sherry ([sherry@gaslamp.org](mailto:sherry@gaslamp.org)).
  - Please include in the subject or body of the email the venue and event title that matches your submission on the website.
  - **Image MUST BE 400x200 pixels**

### b. January 10<sup>th</sup> Marketing Committee Meeting

- o Full lunch at Lion Fish in the Pendry

## 14. Meeting Adjournment – 2:59 PM

### **NEXT MEETING**

Tuesday, November 8, 2016 at 2:00pm  
Tin Roof  
401 G Street  
San Diego, CA 92101