**Gaslamp Quarter Association**

**Marketing Committee Meeting Minutes**

Tuesday, February 14, 2017 | 2:00 PM

Lionfish Modern Coastal Cuisine

435 Fifth Avenue | San Diego, CA 92101

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Email** | **Telephone** | **Business** |
| Cornell Stanton | [cornell.stanton@adidas-group.com](mailto:cornell.stanton@adidas-group.com) | (619) 234-0319 | Reebok FitHub |
| Bess Eberhardt | [bess.eberhardt@visitsandiego.com](mailto:bess.eberhardt@visitsandiego.com) | (619) 525-5243 | SD Convention Center |
| Rita de la Fuente | [rita.delafuente@visitsandiego.com](mailto:rita.delafuente@visitsandiego.com) | (619) 525-5277 | SD Convention Center |
| Rhiannon Luna | [rluna@gaslampfoundation.com](mailto:rluna@gaslampfoundation.com) | (619) 233-4682 | GQHF |
| Tony Wang | [tong@catcafesd.com](mailto:tong@catcafesd.com) | (619) 786-2289 | The Cat Café |
| Michael Fiacco | [mfiacco@lje.com](mailto:mfiacco@lje.com) | (206) 226-8142 | Chuck Jones Gallery |
| Holly Losey | [holly@cafesevilla.com](mailto:holly@cafesevilla.com) | (714) 717-4945 | Café Sevilla |
| Sarah Knox | [sarah@lje.com](mailto:sarah@lje.com) | (619) 294-9880 | Chuck Jones Gallery |
| Tracee Cabill | [tracee@hardrockhotelsd.com](mailto:tracee@hardrockhotelsd.com) | (619) 764-6922 | Hard Rock Hotel |
| Rana Kay | [ranak@hardrockhotelsd.com](mailto:ranak@hardrockhotelsd.com) | (619) 764-6938 | Hard Rock Hotel |
| Savanna Rakofsky | [Savanna@fluxxsd.com](mailto:Savanna@fluxxsd.com) | (850) 566-2352 | FLUXX |
| Tiffany Marcelino | [tmarcelino@azulhg.com](mailto:tmarcelino@azulhg.com) | (619) 840-3536 | Azul Hospitality |
| Pearce Cleaveland | [pearce@cliquehospitality.com](mailto:pearce@cliquehospitality.com) | (702) 769-3365 | Clique Hospitality Pendry |
| Jessica Martin | [jmartin@pendryhotels.com](mailto:jmartin@pendryhotels.com) | (619) 806-6383 | Pendry Hotel |
| Elyse Cornett | [else@sandiegofreeride.com](mailto:else@sandiegofreeride.com) | (619) 548-2167 | FRED |
| Cathy Park | [party@clubvipsd.com](mailto:party@clubvipsd.com) |  | Club VIP/ Gaslamp Event Management |
| Julie Wong | [julieinthewater@gmail.com](mailto:julieinthewater@gmail.com) | (619) 665-4282 | GEM / Lilly USA LLC |
| Sacha Stevenson | [sachacovsieav@gmail.com](mailto:sachacovsieav@gmail.com) | (619) 249-3381 | Recovery Brands |
| Sin | [sin@clubvipsd.com](mailto:sin@clubvipsd.com) | (619) 944-8900 | GEM / Club VIP/ Downtown Dolls |
| Medina Povlain | [whoismedinaz@gmail.com](mailto:whoismedinaz@gmail.com) | (619) 549-4381 | WM Entertainment |
| Erin Liddell | [erin@gaslamp.org](mailto:erin@gaslamp.org) | (619) 233-5227 | GQA |
| Sherry An | [sherry@gaslamp.org](mailto:sherry@gaslamp.org) | (619) 233-5227 | GQA |

1. **Meeting called to order –** 1:45 PM
2. **Introductions**

**Presentations – 3 min each**

1. **FRED – Free Ride Everywhere Downtown – advertising opportunity**
   1. Gaslamp 150th Anniversary special FRED cars (3-4 depending on number of ads)
      * Brochure space, newsletter ads (19,000 subscribers), social media (10,000 followers)
      * Door of the car will have the 150 logo and advertisement from member businesses will be on the sides (size depends on price)
      * Special discount for members
   2. Contact Elyse ([elyse@sandiegofreeride.com](mailto:elyse@sandiegofreeride.com)) if interested.
2. San Diego ½ Marathon
   1. Sunday, March 12; starts and ends in the Gaslamp Quarter; ends around 8AM
   2. Susan Briggs will be reaching out to member businesses to do specials
      * $1 beers, etc
      * May be a good opportunity to open early that day as not very many businesses are open that early.

1. Downtown Partnership Clean and Safe
   1. Representative will be presenting next week

**New Business**

1. **Annual Report**
   1. Marketing Committee is to scrutinize all of GQA’s events, analyze if they are doing well and giving our opinions to the Board of Directors.
   2. Please email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org)) if you would like a copy of the presentation.

**Old Business**

1. **Update on Mardi Gras - events**
   1. Big Easy Bites and Booze Tour: Saturday, February 25 1-5PM
   2. Mardi Gras Parade: Tuesday, February 28
2. **Update on $5 Flat Rate Parking – hand out of form**
   1. Received parking funding to promote $5 flat rate parking at the 6th & K Parkade Sunday – Thursday 6PM – 3AM
   2. Advertisements are placed in magazine publications and online.
   3. Online webpage on the Gaslamp.org/parking page for the $5 flat rate promotion
      * Please send any events you may do during that time frame to Sherry and Erin to be listed on the website.
      * Form: <http://www.gaslamp.org/wp-content/uploads/2017/02/5-Flat-Rate-Promotion-Merchant-Sign-Up.pdf>
        + Email to [sherry@gaslamp.org](mailto:sherry@gaslamp.org) and [erin@gaslamp.org](mailto:erin@gaslamp.org)
3. **Update on Rabbitville – Gaslamp.org/150/rabbitville** 
   1. 15 40 inch high fiber glass rabbits painted by 15 different artists
      * Application for artists due by February 24th
      * Let any artists you know to apply
   2. Press conference and revelation in April
   3. Looking for sponsors -> $10,000 to keep the rabbit
      * Raises funds for enhanced lighting on Fifth Avenue
   4. Exhibition will be around the Gaslamp Quarter and possibly throughout San Diego
   5. If you have any questions email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org))
4. **150 media kit**
   1. Press release and logo will be emailed to everyone
   2. Think of ways to promote the 150 in your own business
      * Can use the logo for those specials
      * Email your specials to Erin or Sherry so we can also promote for you
5. **Meeting Adjournment –** 2:36PM

**NEXT MEETING**

Tuesday, March 14, 2017 at 2:00pm

TBD