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