



**Gaslamp Quarter Association
Marketing Committee Meeting Minutes**

Tuesday, March 14, 2017 | 2:00 PM
Hard Rock Hotel – “Imagine Room”
207 Fifth Avenue | San Diego, CA 92101

Name	Email	Telephone	Business
Cornell Stanton	cornell.stanton@adidas-group.com	(619) 234-0319	Reebok FitHub
Jennifer Miller	jennifermiller@livenation.com	(619) 615-7625	House of Blues
Jill Gilboy	jill.gilboy@hardrock.com	(619) 615-7625	Hard Rock Café
Rhiannon Luna	rluna@gaslampfoundation.com	(619) 233-4682	GQHF
Tracee Cahill	traceec@hardrockhotelsd.com	(619) 764-6922	Hard Rock Hotel
Haley Grosenheider	haley@a-7-d.com	(510) 529-5689	A7D Creative Group
Caroyln Howard	carolyn@passport-sd.com	(619) 251-4530	Passport to SD
Joe Dominguez	joe@rideplay.tv	(619) 972-8702	RidePlay.TV
Mike Georgopoulos	mike@rmdgroupsd.com		RMD Group
Kaylyn Rogers	kaylyn@tinroofbars.com		Tin Roof
Savanna Rakofsky	Savanna@fluxsd.com	(850) 566-2352	FLUXX
Greg Baldyga	greg@hortongrand.com		Horton Grand Hotel
Tanya Aubin	tanya@sdchm.org	(619) 338-9888	SD Chinese Historical Museum
Mari Katherine Urtason	mkurtason@downtownsandiego.org	(970) 361-2322	DSDP
Alexis Cassy	alexiscassy@yahoo.com		HOB – Intern
Nadine Cruz	nadinecruz@livenation.com		House of Blues – Marketing
Gerry Granados	ggranados@sandiego.org	(619) 557-2868	SDTA
Rana Kay	ranak@hardrockhotelsd.com		Hard Rock Hotel
Sin	sin@clubvipsd.com	(619) 944-8900	GEM / Club VIP/ Downtown Dolls
Reggie Velasco	reggie@whiskeygirl.com		Whiskey Girl
Jessica Amaya	jessica@sparksgallery.com		Sparks Gallery
Jessica Collica	jcollica@rmdgroupsd.com	(440) 476-2794	RMD Group
Nick Biliotti	nick@ennebicomunications.com	(619) 846-0015	Enne Bi
Michael Trimble	michael@gaslamp.org	(619) 233-5227	GQA
Erin Liddell	erin@gaslamp.org	(619) 233-5227	GQA
Sherry An	sherry@gaslamp.org	(619) 233-5227	GQA

1. Meeting called to order – 2:08 PM

2. Introductions

Presentations – 5 min each

3. Carolyn Howard – Passport to San Diego

- a. 4th year of publication in January, magazine is published online and in print (Print in June & December)
- b. Coop opportunity – 8 participants per page
- c. Magazine is distributed to all airport terminals including the military, visitors centers, given to concierge for residents, included in some residential move-in packages, and is the only civilian magazine for relocation package for the military
- d. Email newsletters: 65% open rate, 97% renewal rate
- e. \$180 per month for each venue
- f. Ads are due end of May for June issue, online advertising happens asap
- g. Contact Carolyn Howard (carolyn@passport-sd.com) if interested.

4. Downtown Partnership marketing video

- a. Branding campaign to promote all of Downtown San Diego
- b. Video for outreach, overall logo for all of Downtown as well as individual logos for each district created by Grizzly
 - o Gaslamp Quarter’s logo should say Gaslamp Quarter not just Gaslamp
- c. Audience: millennial graduates, residents, locals
- d. Goal to launch during the summer
- e. Grassroots campaign, public art (utility boxes, banners, etc), print ads, social media
- f. #createthefuturesd and goal to create createthefuturesd.com
- g. Intent is to drive more business to open in downtown, office relocation, residents
- h. The Partnership already have lots of planned events that the Gaslamp Quarter can participate in and link with the 150 Anniversary (current 150 logo with Downtown logo instead of Gaslamp Quarter)
- i. Lifestyle video will be available in the future to be shared
- j. Can add own logo (ex: Live Nation) to the video to promote if necessary

5. Clean and Safe presentation

New Business

6. Gaslamp 150 Cocktail

- a. Contest to choose the Gaslamp 150 cocktail and voting will happen on Gaslamp.org
- b. Name of Cocktail:
 - o The Sting Ray
 - o **The Dusty Rabbit**
 - o ~~Horton’s Addition~~
 - o ~~Fifth Avenue Fizz~~
 - o ~~Wild Earp~~
 - o ~~New Town Tonic/150~~
 - o Gaslamp 150
- c. Collateral will be created to contact businesses to see if they are interested in participating

- d. Need to set Start and End date, winning cocktail will ideally be served at the Taste Afterparty
- e. How to make participating locations known?
 - Locations serving the special will be on Gaslamp.org
 - Coasters for the drink with story & names of additional bars serving it
 - TV segment
 - 150 Trifolds for hotels, etc
 - Window clings to signify each location
 - Print Ads, Uber/Lyft ads
- f. Questions or suggestions, email Erin (erin@gaslamp.org)

7. 2018 Economic Development and Tourism Support Grant – 150th Birthday Web Page

- a. Can receive up to 50k from the City through this Grant
- b. Needs to drive tourism and stays in hotels
- c. Create 150 Hotel package specials and different types of specials, packages, offers, deals and events from all businesses in the Gaslamp Quarter
- d. Offers will be listed on a page on our website as part of the 150 celebration. (Gaslamp.org/150)
- e. Form for 150 offers: <http://www.gaslamp.org/wp-content/uploads/2017/03/Gaslamp-150-Merchant-Specials-Form.pdf>
- f. Please email your offer to Erin (erin@gaslamp.org) or Sherry (sherry@gaslamp.org)

8. 150 events, deals, promotions

- a. Form for 150 offers: <http://www.gaslamp.org/wp-content/uploads/2017/03/Gaslamp-150-Merchant-Specials-Form.pdf>
- b. Please email your offer to Erin (erin@gaslamp.org) or Sherry (sherry@gaslamp.org)

Old Business

9. Update on \$5 Flat Rate Parking – hand out of form

- a. Received parking funding to promote \$5 flat rate parking at the 6th & K Parkade Sunday – Thursday 6PM – 3AM
- b. Advertisements are placed in magazine publications and online.
- c. 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

10. Update on Rabbitville – Gaslamp.org/150/rabbitville

- a. Artists will be notified soon.
- b. Looking for sponsors -> \$10,000 to keep the rabbit
 - Raises funds for enhanced lighting on Fifth Avenue

- c. Approximately 7 feet tall after 40-inch rabbit is placed on the stand
- d. If you have any questions or suggestions email Erin (erin@gaslamp.org)

11. Gaslamp.org/150 website

- a. Banner added on Gaslamp.org homepage that leads people to Gaslamp.org/150
- b. Everything happening for the 150 will be posted on that page
- c. Please email any questions or suggestions to Sherry (sherry@gaslamp.org)

12. Meeting Adjournment – 3:05PM

NEXT MEETING

Tuesday, April 11, 2017 at 2:00pm

Location: TBD