



**Gaslamp Quarter Association
Marketing Committee Meeting Minutes**

Tuesday, April 11, 2017 | 2:00 PM
Rockin' Baja Lobster
310 Fifth Avenue | San Diego, CA 92101

Name	Email	Telephone	Business
Dylan Garcia	dylangarcia@sandiego.edu	(209) 247-9480	Gaslamp Event Management
Pearce Cleaveland	pearce@cliquehospitality.com	(702) 769-5565	Clique/Pendry
Haley Grosenheider	haley@a-7-d.com	(510) 529-5689	A7D Creative Group
Joel Kantor	Joel@synergyworld.com	(858) 569-8842	Synergy
Larry Kantor	larry@synergy.com	(858) 569-8842	Synergy
Nick Biliotti	nick@ennebicomunications.com	(619) 846-0015	Enne Bi
Cornell Stanton	cornell.stanton@reebok.com	(619) 234-0319	Reebok Fithub
Katie Mueller	kmueller@sdfair.com	(858) 792-4245	Del Mar Fairgrounds
Jennifer Hellman	jhellman@sdfair.com	(858) 792-4227	Del Mar Fairgrounds
Jessica Collica	j.collica@rmdgroupsd.com	(440) 476-2794	RMD Group
Rhiannon Luna	rluana@gaslampfoundation.org	(619) 233-4692	GQHF
Chase Zellner	chase@henryspub.com	(619) 847-8820	Henry's Pub
Perri Spiller	perri@henryspub.com	(619) 4591808	Henry's Pub
Kelly Wells	kwells@visitcalifornia.com	(480) 236-5322	Visit California
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. **Derek Fullerton – Discover North County, Discover Rancho Santa Fe**
 - a. 150th Anniversary special package for Gaslamp businesses that include print in a Gaslamp Getaway special section, digital and social.
 - b. Magazines are direct-mailed to every business and residence in Rancho Santa Fe and Fairbanks Ranch and to businesses and premier residences in La Jolla, Del Mar, Solana Beach, Encinitas and Carlsbad.
 - c. Participation in magazine is included in both Discover North County and Discover Rancho Santa Fe
 - d. Demographics:
 - o Readership: over 100,000 and growing steadily
 - o Median Income/household: \$172,697, Median Value of Home: \$2,196,000

- e. If interested contact: Derek Fullerton | derek@discoverncm.com | (619) 997-7662

4. Larry Kantor – Synergy World

- a. Gift and loyalty processing company
- b. Sells San Diego restaurant gift cards at Costco
- c. Get One Card: getonecarddemo.com
 - Customers see a list of participating offers and they can add the deals to their phones by pressing the redeem button
 - Gross sales are trackable, businesses receive email of daily redemption rate
 - Charge merchants \$50/month, Merchants can freely update their deals
 - Mobile apps with push notifications
 - Cobrand website with Gaslamp Quarter website

New Business

5. 150 events, deals, promotions

- a. 150 Signature Cocktail, “The Dusty Rabbit”
 - Dusty Rabbit coaster will be given to all businesses having a Dusty Rabbit
 - Includes rules of the program & contest
 - Brochure on what it is for businesses
 - Winner announced at Taste of Gaslamp and served at events
 - Post picture of drink with hashtags to vote in the contest
- b. Del Mar Fair – “How the West was Fun”
 - SD Fair is the largest in California and 4th largest in the US
 - Cattle Drive: 3-5 miles/hr, 30-35 horseback and dogs, around 200 cows
 - Saturday, June 3rd 7AM – 9AM, around a 2 mile route
 - Rolling street closure
 - Looking at host a block party on May 24th (possible Island between 4th & 5th)
 - Country concert free to public, open to all ages, street team to promote
 - Cross Promotion Opportunities available
 - Email database of around 400,000 with ~18% open rate
 - Can provide collateral to promote: coasters, tickets, etc.
 - If interested contact: Katie Mueller (kmueller@sdfair.com) or Jennifer Hellman (jhellman@sdfair.com)
- c. 150 webpages
 - Email your 150 related events, promotions, offers to sherry@gaslamp.org or erin@gaslamp.org
- d. Impromptu Celebration Monday April 17
 - We will have a cake and staff will be visiting Alonzo Horton’s grave
- e. Kick off press conference (mid May! Pending the Mayor’s schedule)
 - Mid May depending on the Mayor’s schedule
 - Will be held at Gaslamp Square

6. **Golf Tournament – Monday, May 8th – First meeting tomorrow 4/12 3pm at barley mash**
 - a. Sponsors can activate the holes, foursomes, etc.
 - b. More sponsorship information: http://www.gaslamp.org/wp-content/uploads/2017/03/2017_GQASponsorMenu.pdf
 - c. If interested contact Erin (erin@gaslamp.org)

7. **Taste of Gaslamp – Saturday, June 17th 12:30 – 4:30 After Party 4-6 (Altitude)**
 - a. Only Taste that happens in the district where 100% of the proceeds go to the GQA
 - b. Food & Drinks Only, Retailers can have a side walk sale if interested?
 - c. GA Tickets are \$30 presale, \$40 day of | VIP Tickets are \$60 presale, \$70 day of
 - d. If interested or have questions email - Erin (erin@gaslamp.org)

Old Business

8. **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
 - o Please send any events you may do during that time frame to Sherry and Erin to be listed on the website.
 - o 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

9. **Update on Rabbitville – Gaslamp.org/150/rabbitville**
 - a. Rabbits sold to 2 sponsors – Ghirardelli and Chris Ward's office
 - b. Rabbitville webpage will be updated with artist information as we get the completed products.
 - c. If you know anyone that may want to sponsor a rabbit, contact Michael (michael@gaslamp.org) or Erin (erin@gaslamp.org)
 - d. Sponsors can also use their own artist if they have one they prefer.

10. **Updated on Fifth Avenue signage for Fifth Avenue Passenger Loading Zone**
 - a. Created bigger signs for each block and will be enforced by civic
 - b. Tow truck staging will be at Tony Gwynn Drive instead of at Hard Rock Hotel
 - c. Towing will begin at Market Street at 9PM

11. Meeting Adjournment – 3:16PM

NEXT MEETING

Tuesday, May 9, 2017 at 2:00pm

Location: TBD