



**Gaslamp Quarter Association
Marketing Committee Meeting Minutes**

Tuesday, November 8, 2016 | 2:00 PM

Hard Rock Cafe

801 Fourth Avenue | San Diego, CA 92101

1. Meeting called to order – 2:06 PM
2. Introductions

New Business

3. Randy Hahn – Our City San Diego Publication

- a. B2B Publication with 35,000 page views per month on website and 15,000 copies mailed to specific recipients
- b. Puts your message in front of business leaders, politicians and decision makers
- c. Contact Randy if you want to place holiday party ads or have story ideas.

4. Laura Schwartz – The San Diego Union Tribune

- a. UT purchased Pacific Magazine, Pacific and Discover SD are now one magazine
- b. Advertising opportunities available contact Laura Schwartz.
- c. Next year is the 10th year anniversary.

5. Jocelyn Terry – Dearinger Salon

- a. American Express started the Small Business Saturday event in 2010 to promote small businesses on the Saturday after Thanksgiving.
- b. Dearinger will be doing raffles
 - o If you want to donate prizes contact Jocelyn
 - o Dearinger will post on social media for the business (11,000+ followers) and also news psots
- c. Do not have to accept American Express to be involved
- d. Contact Jocelyn Terry if you have any questions

6. Elyse Cornett – Fred San Diego

- a. FRED is a free service that operates through advertisements and sponsors and funding from the city.
- b. Offer around 4,100 rides per week with around 14,000 app downloads in August
- c. Currently have 17 operating cars and hoping for 20
- d. Bimonthly email sent to 14,000+ people
 - o Contact Elyse if you want to advertise
- e. Discounted sponsorship opportunities available until end of 2016, contact Elyse for more information.

7. Andrew Aiello-Hauser – Everywon 5K

- a. Course starts at Petco Park and ends at Hilton Bayfront
- b. \$40 to register and \$5 will be donated or run with a cause and raise \$100
- c. Booths available at finish line.
- d. Contact Andrew if you want to be involved.

Old Business

8. Lamplighter Awards

9. Pet Parade

- a. Sunday, December 11 1-5PM
- b. Estimated around 3000 people and 350 pets
- c. Stage, vendors, contests, Greyfrairs Bobby Award, pet trainer
- d. 350 goodie bags
- e. Tickets and more info at holidaypetparade.com
- f. Sign up by Friday if you want to be a Yappy Meower location
- g. If you would like participate in Yappy Meower and host a donation jar for the San Diego Humane Society, they will send your venue information to their subscribers as a yappy meower location that is supporting them.
- h. Contact Erin (erin@gaslamp.org) if you would like to participate

10. Fifth Avenue Passenger Loading Zone

- a. Still working on a plan with the city for better signage and ways to let people know
- b. Email pictures, comments, and any concerns to michael@gaslamp.org
- c. Gaslamp.org/parking will have real time parking information available soon

11. 150th Update

- a. Downtown Partnership funding received for public art campaign featuring 15 fiber glass rabbits that will be painted by artists.
- b. Sponsorship packages are being put together.
- c. A cohesive plan is still in progress

12. Common Hashtag

- a. #GaslampSD

13. Non-Agenda Items

14. Meeting Adjournment – 3:00 PM

NEXT MEETING

Tuesday, December 13, 2016 at 2:00pm
Carne Prima
314 Fifth Avenue
San Diego, CA 92101