**Gaslamp Quarter Association**

**Marketing Committee Meeting Minutes**

Tuesday, May 16, 2017 | 2:00 PM

Courtyard San Diego Downtown Marriott

530 Broadway | San Diego, CA 92101

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| --- | --- | --- | --- |
| **Name** | **Email** | **Telephone** | **Business** |
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1. **Meeting called to order –** 2:06 PM
2. **Introductions**

**Presentations**

1. **Derek Danziger – Nuffer, Smith, Tucker – Extreme Sailing Series**
   1. 11th year of a worldwide event that pioneered stadium sailing coming to North America for the first time.
   2. 5 year commitment with having the event in San Diego
   3. Event will be taking place at Harbor Island 10AM-6PM
      * Activate land based events: beer fest, concert series, vendors & kids zone
   4. Free event with VIP opportunities
   5. October 19-22, 2017
   6. Sailors & teams from all over the world
   7. Trying to drive ~10,000 hotel stays
   8. If you would like to participate in some way, email Matt Reynolds ([matt@extremesandiego.com](mailto:matt@extremesandiego.com)) or Dana Blackwood ([dana@extremesandiego.com](mailto:dana@extremesandiego.com))
2. **Maggie Young – San Diego Fleet Week Foundation**
   1. Produces all events that encompass Fleet Week in San Diego
   2. Wants to partner with Gaslamp businesses to offer deals to active duty sailors to bring them out and go to downtown
   3. Kick off with a party at the Broadway Pier with around 500 sailors and their spouses
   4. Fleet parade will be the same day as the 242nd birthday of the Navy
   5. All events free and open to the public besides the Embarcadero North concert
   6. Deals for the Active Duty & Families
      * Back in the days there used to be a book with deals and the pick up location was in the Gaslamp Quarter? -> Will look into that again
      * Website with deals and Social Media promotions
   7. If you are interested please contact Maggie Young

**New Business**

1. **Taste of Gaslamp – Saturday, June 17th 12:30 – 4:30 After Party 4-6 (Altitude)**
   1. Expected around 800 tickets to be sold, most visited location was around 500 people
   2. Check-in: Gaslamp Square with Rabbitville, Hubert’s lemonade and 105.7 booth
   3. VIP guests gets all GA locations and 6 additional fine dining & cocktails
   4. GA Tickets are $30 presale, $40 day of | VIP Tickets are $60 presale, $70 day of
   5. If interested or have questions email - Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org))
2. **Comic Con – submit your menus, specials, costume contests, themed nights?**
   1. Submit your specials, menus, events, etc to Sherry & Erin and send to the Unofficial Comic-Con blog (Kim Twombly – [kim@outsidecomiccon.com](mailto:kim@outsidecomiccon.com))
   2. Send in your comments by the first week of July.
3. **The “Dusty Rabbit” cocktail competition/Distilled Festival at the San Diego County Fair**
   1. #DustyRabbit
   2. Out of Dusty Rabbit Coasters, they cost around $500 for 2,000
      * If you know someone that could possibly sponsor or would like to sponsor the coasters, please email Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org))
   3. 4 Dusty Rabbit locations will be at the Distilled Festival on Saturday, June 24th
      * Ciro’s, Rustic Root, Horton Grand and Strider’s
   4. More info: <http://www.gaslamp.org/150/dustyrabbit>

**Old Business**

1. **Update on Rabbitville – Gaslamp.org/150/rabbitville** 
   1. Rack cards are produced for the rabbits
   2. 2 at Grand Hyatt, 1 at Gaslamp Museum, 3 getting clear coated and 1 is at the Downtown San Diego Partnership office.
   3. Need more sponsors and exhibition locations
      * Contact Erin if you have any ideas or suggestions.
2. **Gaslamp.org/150 website – events** 
   1. If you have any 150th Anniversary related events or events that can be branded with our 150th anniversary, please email to Sherry – [sherry@gaslamp.org](mailto:sherry@gaslamp.org)

**Non-Agenda Comments**

1. **Meeting Adjournment –** 3:03PM

**NEXT MEETING**

Tuesday, August 8, 2017 at 2:00 PM

Location: TBD