



**Gaslamp Quarter Association
Marketing Committee Meeting Minutes**

Tuesday, October 10, 2017 | 2:00 PM

Garage Kitchen + Bar

655 Fourth Avenue | San Diego, CA 92101

Name	Email	Telephone	Business
Alvaro Fontan	alvarofontan.af@gmail.com	(858) 257-8181	GEM
Nick Biliotti	nick@enenebicomunications.com	(619) 846-0015	Enne Bi
Sin	sin@clubvipd.com		GEM, SDZC, Club VIP
Erika Rodriguez	erodriguez@lyft.com	(805) 350-0320	Lyft
Rhiannon Luna	rluna@gaslampfoundation.org	(619) 233-4692	GQHF
Kwesi Amankwa Williams	kwesi.amankwa.williams@reebok.com	(305) 780-2598	Reebok Fithub
Josefine Jandinger	josefine@theshouhouse.com	(619) 316-6300	The Shout House, Garage
Perri Spiller	perri@henryspub.com	(619) 459-1808	Henry's Pub
Silvana DelPiccolo	sdelpiccolo@biocom.org	(303) 916-1764	Biocom
Gaby Edmead	gaby@theshouhouse.com	(760) 532-4662	The Shout House
Nicole Samuel	nsamuel@hakkasan.com	(619) 724-1162	Hakkasan/Searsucker
Jessica Amaya	jessica@sparksgallery.com	(619) 696-1416	Sparks Gallery
Erin Liddell	erin@gaslamp.org	(619) 233-5227	GQA
Sherry An	sherry@gaslamp.org	(619) 233-5227	GQA

1. Meeting called to order – 2:00 PM
2. Introductions

New Business

3. Festival of Science and Engineering at Petco Park, March 3-11 – Silvana DelPiccolo
 - a. Senior Manager of Philanthropy and Corporate Giving
 - b. Biocom Institute <https://www.biocom.org>
 - c. Biocom Insitute is Biocom's charitable arm that focuses on science, technology, engineering, and math (STEM) education for K-12 students, life science workforce development in California, and STEM career programs and mentorship for veterans.
 - d. <https://www.lovestemsd.org>
 - e. Free event, around 26,000+ attendees
 - f. Wanted to learn how to engage the Gaslamp community
 - o Programs are handed out during Festival Week (75+ events), with an additional 75,000+ attendees

- Logos on program & full details about promos on lovestemsd.org
- Activations in Petco Park
 - Science of Fitness – STEM element
 - Sun deck at Petco Park
 - Science of Art
 - Collaboration between Macys and Charlotte Russe
- 21+ Events
 - 2 Scientists walk into a bar (talks about their research or science)
 - Think Drink series partnering with Cards Against Humanities (science series) ~100-120 attendees
- Suggestions:
 - Outreach to companies part of Biocom to do activations in venues in the Gaslamp Quarter like how companies do during Comic Con.
 - Interactive science projects, etc.
- g. Need all promotions to be sent in by Mid-December to guarantee inclusion in all collateral material.
 - If you are interested please contact Silvana DelPiccolo – sdelpiccolo@biocom.org

4. KSON Thanksgiving Dinner – USO military

- a. Country western station of Entercom
- b. Want to do a Thanksgiving Dinner at the USO location downtown for 200 people in the military that are away from family for the holidays and they need restaurants to donate food (Thanksgiving staples).
- c. Event is on Sunday, November 19th
- d. Will give restaurants donating food promotional opportunities with KSON
 - On-air mentions, signage in front of food, social media, air audio clips from the event, pictures
 - If multiple venues are donating, the promotions will be divided up
- e. Questions:
 - How are attendees getting there?
 - Lyft could possibly offer discounts
 - How is the food getting there?

5. Fleet Week – Military Appreciation Deals etc.

- a. Starts October 11th
- b. Gaslamp 150 cross promotion - Rabbitville will be on display
- c. If you want to do a promotion for Fleet Week, send to erin@gaslamp.org
 - Free to be involved
 - Example: Searsucker is offering 10% off check with military ID

6. It's Events Season!

- a. Oct. 28th Monster Bash:
 - Same foot print as before
 - Use code GQA for \$5 off GA and \$10 off VIP Tickets
- b. Oct. 29th Ciclos Dias
 - Fifth Avenue is closed between Island and G, open for bikes to go through
 - If you would like to activate the area in front of your business, contact Alex (alex@gaslamp.org) for more information.
- c. Nov. 5th Fall Back Festival
 - GQA is the stage sponsor
 - Pig races, pony rides, blacksmith demonstration, Ms. Bob & Chickens
- d. Nov. 7th Gaslamp 150 / Lamplighter Awards – Sponsor a table, contribute to the auction – www.gaslamp150gala.com
 - Honoring Tom Hom
 - Two parts to the event:
 - FLOAT: appetizers, Dusty Rabbit competition, silent auction
 - On 5th Avenue: sit down dinner, band, live auction, awards
 - After Party at Henry's Pub
 - Looking for Silent Auction donations
 - If you would like to donate email erin@gaslamp.org
 - Ballots are due by October 20th – www.gaslamp.org/voting
- e. Dec. 10th Gaslamp Holiday Pet Parade (10th Annual)
 - Expo: 1-5PM, Parade: 3PM
 - Title Sponsor: The San Diego Union-Tribune
 - Presenting Sponsor: Blue Buffalo
 - Shelter: Helen Woodward
 - Around 25 vendors at the Pet Expo, Parade will be going up 5th Avenue again
 - Floats & Bands for the parade
 - Should we do Yappy Meowers again? Send opinions or other suggestions to erin@gaslamp.org
 - If you would like to be in the Goodie Bag, contact Erin (erin@gaslamp.org)
 - Need all items by November 1th

Old Business

7. Update on Rabbitville – need help finding exhibition sites - Gaslamp.org/150/rabbitville

- a. Rabbitville will be at Fleet Week
- b. Currently have 9 sponsors, there is 1 more left to create
- c. Email Erin to give suggestions and contacts for exhibition sites

8. Update on Dusty Rabbit #DustyRabbit

- a. Top 5 Dusty Rabbits will be at the Gaslamp 150 birthday party on Nov. 7th where the final winner will be voted on by the guests of the event.

- b. Current #1 Horton Grand, #2 Searsucker, #3 Quad Alehouse, #4 Henry's Pub, #5 Blue Point Coastal Cuisine

9. Gaslamp.org/150 website – events – need your events!

- a. If you have any 150th Anniversary related events or events that can be branded with our 150th anniversary, please email Sherry – sherry@gaslamp.org

Non-Agenda Comments

10. Meeting Adjournment – 2:58PM

NEXT MEETING

Tuesday, November 14, 2017 at 2:00 PM

Location: TBD