**Gaslamp Quarter Association**

**Marketing Committee Meeting Minutes**

Tuesday, February 6, 2018 | 2:00 PM

Asti Ristorante

728 Fifth Avenue | San Diego, CA 92101

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Email** | **Telephone** | **Business** |
| Erika Rodriguez | [erodriguez@lyft.com](mailto:erodriguez@lyft.com) | (805) 350-0320 | Lyft |
| Jessica Ramirez | [jessicaramirez@astisandiego.com](mailto:jessicaramirez@astisandiego.com) | (619) 779-6559 | Asti Ristorante |
| Melissa Valenzuela | [melissa@sandiegotradingcompany.com](mailto:melissa@sandiegotradingcompany.com) | (619) 598-4873 | San Diego Trading Company |
| Ashley Webber | [ashley@sandiegotradingcompany.com](mailto:ashley@sandiegotradingcompany.com) | (619) 549-0905 | San Diego Trading Company |
| Tommy Jennings | [tommy.jennings@vacationclub.com](mailto:tommy.jennings@vacationclub.com) | (619) 207-1774 | Marriott Pulse |
| Kyl)ie Turner | [kylie@gaslampdistrictmedia.com](mailto:kylie@gaslampdistrictmedia.com) | (619) 301-7566 | Gaslamp District Media |
| Jessica Amaya | [jessica@sparksgallery.com](mailto:jessica@sparksgallery.com) | (619) 696-1416 | Sparks Gallery |
| Kelly Wells | [kwells@visitcalifornia.com](mailto:kwells@visitcalifornia.com) | (480) 236-5322 | Visit California |
| Sarah Sharpe | [s.sharpe@rmdgroup.com](mailto:s.sharpe@rmdgroup.com) | (303) 931-0347 | RMD Group/Hard Rock Hotel/207/Float |
| Nicole Rogers | [nrogers@hakkasan.com](mailto:nrogers@hakkasan.com) |  | Hakkasan |
| Gina Fausone | [gfausone@lyft.com](mailto:gfausone@lyft.com) | (559) 936-8615 | Lyft |
| Erin Liddell | [erin@gaslamp.org](mailto:erin@gaslamp.org) | (619) 233-5227 | GQA |
| Sherry An | [sherry@gaslamp.org](mailto:sherry@gaslamp.org) | (619) 233-5227 | GQA |

1. **Meeting called to order –** 2:03 PM
2. **Introductions**

**New Business**

1. **San Diego ½ Marathon – How can we direct business after the race into the Gaslamp?**
   1. Race is ending at Petco Park instead of the arch
   2. Host specials for runners at your venue.
      * Will be included on their website, program and possibly the jumbotron
      * Note that your business would need to be open early, around 8AM.
2. **Parking – 6th and K Parkade, Park It on Market**
   1. Transponder for employees to park for a $5 flat rate 7 days a week from 3PM-3AM.
      * Need to purchase either a key card for PIOM or transponder for 6th & K
        + Transponder onetime fee: $45 (nonrefundable)
        + Key card onetime fee: $10 (nonrefundable)
   2. To Purchase, call or visit
      * 6th & K Parkade – (619) 233-3994 | 289 Sixth Ave
      * Park It On Market – (619) 232-1271 | 614 Market Street
3. **Decorations contest – Mardi Gras starts this Thursday**
   1. GQA hosting a decorating contest to make the district look festive
   2. To enter, decorate the storefront or patio, take a picture and email to Erin.
      * Entries will be uploaded to a Facebook album and the public votes by liking their favorite photo. Winner gets $1000 ad package on Gaslamp.org
      * Voting ends February 13 11:59PM
   3. Public right of way Decorations:
      * Street spanning banner
      * 11 busking performances – jugglers, hula hoops, stilts, etc. on Saturday and Tuesday.
4. **Decorating for St. Patrick’s Day – balloon arches**
   1. Street spanning banner starting on February 17
   2. Street pole banners on Fifth Avenue
   3. 20 Balloon arches available – originally $260, GQA will front $110 and store pays $150. If interested email Erin ASAP.
   4. Gaslamp Quarter Archway – possibly rainbows, pots of gold, leprechaun decorations
   5. Ideas and Suggestions email Erin
   6. Lyft may be doing St. Patrick’s Day Safe Rides promotions, if you have any ideas or suggestions, please email Erika ([erodriguez@lyft.com](mailto:erodriguez@lyft.com))
5. **Gift Cards – sponsored post getting people to come for mardi gras, watch the Olympics, Valentine’s Day….**
   1. GQA did a staycation giveaway with Citybeat that received a lot of entries (~1100)
   2. Want to do more of this type of giveaways to increase our Insider followers and promote Gaslamp Quarter businesses.
   3. If you want to donate gift cards or other things or have any new ideas, email Erin.
6. **High Res Photos for each member business – use in ads (Anna Gamboa)**
   1. Send us photos with people and incorporates your logo in the photo for us to use in advertisements.
   2. Email photos to Sherry ([sherry@gaslamp.org](mailto:sherry@gaslamp.org)) or Erin ([erin@gaslamp.org](mailto:erin@gaslamp.org))
7. **5th Ave. Market starting in April**
   1. Artisan market every Sunday starting in April, on Fifth Avenue between Market and Island Avenue
   2. Vendors open to GQA businesses
   3. Suggestions or ideas, email Alex ([alex@gaslamp.org](mailto:alex@gaslamp.org))
8. **Taste of Gaslamp – Saturday, June 16th - will be sending out an email**
   1. 24th Annual Taste of Gaslamp - Saturday, June 16th 1-4PM, ~24 restaurants
   2. 3 oz bites, around 900 attendees
   3. Original Taste of San Diego, demographic: older foodies
   4. After party possibly at Horton Grand?
   5. Emails suggestions to Erin

**Non-Agenda Comments**

1. **Meeting Adjournment –** 3:00PM

**NEXT MEETING**

Tuesday, March 13, 2018 at 2:00 PM (Fat Tuesday)

Location: TBD