



EXECUTIVE COMMITTEE

614 5th Ave Suite O
San Diego, CA 92101

Wednesday, January 22, 2020 | 4:00 PM

AGENDA

1. **Call to Order**

Discussion Items

2. **Police Foundation**

- Charitable request for support – 10K for the Homeless outreach team new uniforms
- Possible proceeds from Artisan Market or Promenade activation fundraiser

3. **Holiday 1st quarter plan**

- SD Rest Week
- Valentine's Day
- Mardi Gras
- St Patrick's Day

4. **Marketing update**

- NNP status report on program progress

5. **Project progress updates**

- Gaslamp Promenade update
- Activation update
- Townhall update

6. **Staffing discussion**

- Review of new hire search

Upcoming Event

October	Event Name	Event Type	Action
26th – 31st	Halloween	Holiday promotion	Promote Gaslamp offerings, content opportunity
November			
3 rd	Fall Back Festival	Historic Foundation Event	Lend support, content opportunity
7 th	Gaslamp Gala	GQA Event	Fully marketing this event
28 th	Thanksgiving	Holiday Promotion	Asked Member businesses for content- Promote Gaslamp offerings with Eblast, social posts, blog post
29 th	Black Friday	Holiday Promotion	Asked member businesses for content-promoting Gaslamp offerings with Eblast, social posts, blog post
December			
1 st - 31 st	Holiday Season	Holiday promotion, Christmas Eve, Decor	Asked Member businesses for content- Promote Gaslamp offerings, give people a reason to visit in December-promoting with Eblast, social posts, blog
14 th	Toast	Mcfarlane Event	Support the event with - Eblast, social posts, blog post
15 th	Pet Parade	GQA Event	Telling the public to participate- TV promos, Eblast, social posts, blog post, flyers, posters, (fully marketing this event with the help of Mcfarlane) Member businesses asked to contribute to goodie bag, host a rescue, or become a sponsor
25 th	Christmas	Holiday Promotion	Asked Member businesses for content regarding -Decorations, member business participation, pub crawls, staycaytion/ hotel stays- promoting with Eblast, social posts, blog post
31 st	New Year's Eve	Holiday Promotion	Asked Member businesses for content regarding- NYE celebrations- Promoting with Eblast, social posts, blog posts
January 2020			
1st	New Year's Day	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
19 th -26 th	Restaurant Week	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
20 th	Martin Luther King Day	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.

25 th	Chinese New Year	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
February			
2 nd	Super Bowl	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
14 th	Valentine's Day	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
21 st	Mardi Gras	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
17 th	President's Day	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
March			
8 th	Daylight Savings Time	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
17 th	St. Patrick's Day	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
26 th	Padres Opening Day	Holiday Promotion	Ask merchants for content. Publish content on social, website, email.
April			
4 th – 6 th	NCAA Final Four		
12 th	Easter		
May			
2 nd	Kentucky Derby		
5 th	Cinco de Mayo		
10 th	Mother's Day		
25 th	Memorial Day		
June			
14 th	Flag Day		

20th	Taste of Gaslamp		
21st	Father's Day		
July			
3rd-4th	Independence Day		
23rd-26th	Comic Con		
August			
September			
7th	Labor Day		
October			
12th	Columbus Day		
31st	Halloween		
November			
1st	Daylight Savings time ends		
1st	Fallback Festival		
5th	Gaslamp Gala		
11th	Veterans Day		
26th	Thanksgiving		
27th	Black Friday		
30th	Cyber Monday		
31st	Giving Tuesday		

December			
11th-18th	Chanukah		
12th	Toast of Gaslamp		
13th	Pet Parade		
24th	Christmas Eve		
25th	Christmas Day		
31st	New Year's Eve		

Quarterly Marketing Update – David will update prior to board meeting

2019 / 2020	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Gaslamp.org Unique Visits								
Instagram followers								
Instagram Engagement								
Facebook followers								
Facebook Engagement								
Parking								
Banners Sold								

Gaslamp Promenade

Milestones	Date	Status
Set up steering committee	11/8/19	Subgroup formed working on next steps
Monica Montgomery	10-22-19	Verbal support
Jenifer Campbell	10-31-19	Support letter

Scott Sherman	11-4-19	Verbal support
Vivian Morena	12-2-19	Verbal support letter pending
Chris Cate	12-2-19	Verbal support letter pending
East Village Resident Group	11/21/19	Support letter approved (pending)
LUP	11-23-19	Support letter
Cortez Hill Resident Group	11/25/19	Support letter

Gaslamp Promenade

Milestones	Date	Status
Set up steering committee	11/8/19	Subgroup formed working on next steps
East Village Resident Group	11/21/19	Support letter approved (pending)
Todd Gloria Assembly Member	12-3-20	Support letter
Chris Ward District 3	12-5-20	Support letter
Cortez Hill Resident Group	11/25/19	Support letter approved (pending)
DSDP	11-25-19	Support letter
Councilmember Chris Cate	12/2/19	Support approved
Councilmember Vivian Moreno	12/2/19	Support approved
Nathan Fletcher	11-5-19	Support letter
Building Industry Assoc	12/3/19	Support letter
Convention Center	12/3/19	Support letter
Planning Department meeting	12/5/19	Verbal Support
Downtown Residence Group	12/9/19	Verbal Support
Mark Kersey -Councilmember	12/10/19	Support Letter
Toni Atkins Office	12/10/19	Meeting pushed to 2020
DPMG	12/12/19	Support letter
TMD	12/13/19	Support letter pending
MTS – Paul Jablonski CEO	12/16/19	Support letter pending
Second Steering Committee	12/17/19	10:30 am DSDP large conference room
San Diego Bike Coalition	12-10-19	Support letter
Circulate San Diego	12-12-19	Support Letter
DPMG	1-9-20	1.5 MM approved support letter
SOHO	1-13-20	Support letter
San Diego Chamber Jerry Sanders	TBD	
E Street Gaslamp Promenade	1-14-20	Community townhall
Promenade Townhalls		
Merchant – Retail	1/8/20	Proposed
Residential	3/18/20	Proposed
Property Owners	5/13/20	Proposed
Service Provider meetings	1/28/20	Proposed
Trash-Suppliers-Delivery		

Promenade Activation	3/27-3/30	Market to K Street- Placemaking and activations
	6/5-6/8	

Adjourn

GQA Board of Directors
Wednesday, January 29, 2020 | 3:30PM
San Diego Marriott Gaslamp Quarter
660 K Street, 8th Floor, San Diego, CA 92101