



AGENDA

GASLAMP QUARTER ASSOCIATION BOARD OF DIRECTORS MEETING

Wednesday, October 25, 2017 | 3:30PM
Horton Grand Hotel
311 Island Ave. | San Diego, CA 92101

1. Roll Call
2. Non-Agenda Public Comment
3. Liaison Reports

CONSENT

4. Approval of Minutes from Annual GQA Board of Directors Retreat Wednesday, September 27, 2017

DISCUSSION

5. Lamplighter Update
6. P3 update and board assignments

REPORTS

7. Executive Director Report
 - Mayor meeting update
 - Clean and Safe – infrastructure repair update
 - Designated Driver Program – Partnership with RADD and Coca Cola
 - “Rabbitville” Sponsorship update
8. **Marketing Committee** – *E. Liddell*
 - Gaslamp.org update
 - Fall Events
 - Discussion of the creation of the marketing strategy committee
9. **Events Update** – *L. McFarlane & E Liddell*
 - Saturday, Oct. 28th Monster Bash
 - Sunday, Oct. 29th, CicloSDias
 - Sunday, Nov. 5th, Fallback Festival
 - Tuesday, Nov. 7th Gaslamp 150 / Lamplighter Awards
 - Sunday, Dec. 10th Gaslamp Holiday Pet Parade (10th Annual)
10. **Special Events Committee** - *L.McFarlane*

- **Monster Bash** – *McFarlane Promotions*
 Saturday, October 28, 2017 | 6:00PM – Midnight
 Event Contact: Laurel McFarlane of McFarlane Promotions, (619) 233-5008
 Street Closures:
 Island Avenue, between 6th and 8th Avenues
 7th Avenue, between Market and J Streets
 12:01AM Friday, October 27th to 6:00AM Sunday, October 29th
 Projected Attendance: 10,000
 Private Event
- **CicloSDias** – *SD County Bicycle Coalition*
 Sunday, October 29, 2016 | 10:00AM – 3:00PM
 Event Contact: Andy Hanshaw, andy@sdbikecoalition.org
 Street Closures:
 Island Avenue, between 7th and 5th Avenues
 5th Avenue, between Island and F Street
 G Street between 6th and 4th Avenues
 8:00AM – 4:00PM
 Projected Attendance: 10,000+
 Public Event
- **Fallback Festival** – *McFarlane Promotions*
 Sunday, November 5, 2017 | 11:00AM – 4:00PM
 Event Contact: Laurel McFarlane, CEO of McFarlane Promotions, (619) 233-5008
 Street Closures:
 Island Avenue, between 3rd and 5th Avenues
 4th Avenue, between Market and J Streets
 5:00AM – 8:00PM
 Projected Attendance: 3,000
 Public Event
- **150th Anniversary Gala / Lamplighter Awards** – *McFarlane Promotions & Gaslamp Quarter Association*
 Tuesday, November 7, 2017 | 5:00PM – 11:00PM
 Event Contact: Laurel McFarlane, CEO of McFarlane Promotions, (619) 233-5008
 Street Closures:
 Fifth Avenue, between K Street & L Street
 6:01AM Tuesday, November 7 to 6:00AM Wednesday, November 8
 Projected Attendance: 500
 Private Event

11. Community Groups Reports

- Land Use & Planning Committee – *C. Blair, GQA Representative*
- Downtown Community Planning Council – *C. Blair, Business Representative*
- Downtown Parking Management Group – *A. Ward*

12. Urgent Non-Agenda Items (*Action Items Must Meet Gov. Code Section 54954.2*)

ANNOUNCEMENTS

- Next GQA Board of Directors Meeting – – Wednesday, December 6, 2017
3:30 PM Location TBD

ADJOURNMENT

The GQA Board of Directors may act on any item included in this agenda unless the item is specifically designated as an "INFORMATION ITEM". The entire Board packet, which includes staff reports and supporting documents on each item, is available for viewing in the reception area of the Gaslamp Quarter Association offices located at 614 Fifth Avenue, Suite E during normal business hours, and Monday through Friday 9am to 5pm. Copies of the Board packet or specific items may be obtained during those hours.