



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, August 29, 2018 | 3:30 PM
San Diego Marriott Gaslamp Quarter
660 K Street, 8th Floor, San Diego, CA 92101

Present Board Members	Absent Board Members	GQA Staff
Michael Georgopoulos Aron Langellier Pam Schwartz Howard Greenberg Jim Shaw Jeffrey Burg Laurel McFarlane Cindy Blair Wayne Partello Laurie Peters Stephen Sherman Nathan Wing Dania Duke Louis Pelliccia Kim Shattuck	Bruce Getz Raymond Davoudi	Michael Trimble Alex Ward Sherry An Erin Liddell

- 1. Call to Order** - 3:37PM - 14 Directors Present
- 2. NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*
 - Resident in the Gaslamp Quarter concerned about the Fifth Avenue Active Loading Zone. Not enough signage. Need to inform the public, especially tourists, more effectively.

PRESENTATIONS

3:46 PM - Laurel McFarlane Arrives - 15 Directors Present

3. LIAISON REPORTS

Council District 3 - *Brian Elliott*
Clean & Safe (DSDP) - *Alonso Vivas*

GQ Historical Foundation - *Rhiannon Luna*
SDPD - *Lieutenant Stinson*

4:20 PM - Jeffrey Burg Leaves - 14 Directors Present



CONSENT

4. **Approval of Minutes from Meeting of Wednesday, May 30, 2018**
5. **Approval of Financials from June and July 2018**
6. **Approval of the Gaslamp Quarter Association FY19 agreement with the City of San Diego**

**MOTION: The Board of Directors approves the Consent Agenda (items 4-6).
Blair/Georgopoulos - 14/0/0
Motion Passes**

OLD BUSINESS

7. Promote Committee Report

- Events/seasonal décor to draw visitors during slower times
- Market surveys and professional assistance to inform decisions
- Engaging campaigns to strategic audiences
- New website with emphasis on user experience
- Maximize partnerships to retain and attract visitors
- **2018 Holiday Décor**
 - 81 poles decorated with 10ft noble fir garland, and red bows on both sides of the pole; 360 holiday banners throughout the entire district; street spanning banner
 - Holiday Kick-off Event: November 24, 2018: 2 blocks of Fifth Avenue filled with holiday vendors, carolers, caroling rides, music, arrival of Santa Claus, 30-day illumination of the Gaslamp Light show will kick off
 - Strategically placed GOBOs on buildings throughout the district
 - Gingerbread House Competition
 - Patio Decorating – Dave from Velocity is putting together lighting packages for member businesses, holiday décor available for member patios at ACE Hardware
 - Total Cost including the \$25,000 sponsorship would be \$43,609.

**MOTION: The Board of Directors motions to approve the 2018 Holiday Décor plan.
Partello/Greenberg - 12/0/2
Motion Passes**

8. Protect Committee Report

- Coordinated restraining orders for repeat offenders
- Improve maintenance reporting and decrease the backlog of repair work
- Improve vacant storefronts with window clings, locked outlets, and removal of patios
- Maximize parking through conversions
- Increase the presence of law enforcement at all times

9. Plan Committee Report

- Fifth Avenue Master Plan to provide a new vision
 - Hired Carrier Johnson + Culture as consultant
 - Work to commence September 5, 2018
 - Expect draft plan by end of calendar year



- North End Gateway Sign to bookend district/draw visitors northward
 - Hired Graphic Solutions to conduct engineering report
- Enhance lighting and repair sidewalks for aesthetics and safety
- Island Avenue Plaza to provide public space/profitable venue
 - Partnership facilitated the hiring of a consultant to work with GQA, GQHF, Alliance, & Partnership to reimagine 400 Island Ave.
 - Timeline:
 - Consultant selected – December 2017
 - Design Meetings – February through June 2018
 - Final Draft w/ Renderings – August 2018

10. Special Events

- a. Thursday, September 27, 2018 6:30PM – Hitachi Block Party – *Restaurant Events*
- b. Varied dates and times September - October – The Haunted Hotel / Great Room Escape
- c. Monday, October 1, 2018 6:30PM – American College of Emergency Physicians Block Party – *Restaurant Events*
- d. Thursday, October 11, 2018 5:30PM-7PM – Variety Night of the Stars – *San Diego International Film Festival*
- e. Saturday, October 13, 2018 10AM-2PM – Walk a Mile in Her Shoes ® - *YWCA of San Diego County*
- f. Saturday, October 27, 2018 6PM-Midnight – WCKD Village – *McFarlane Promotions*

NEW BUSINESS

11. FY19 Agreement – City of San Diego MOVED TO CONSENT AGENDA ITEM 6

5:09 PM – Laurel McFarlane Leaves – 13 Directors Present

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

ANNOUNCEMENTS

- a. Next GQA Board of Directors Meeting | Wednesday, September 26, 2018 | Time: 3:30 PM | Location TBD

MEETING ADJOURNMENT – 5:12 PM