



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, October 31, 2018 | 3:30 PM  
Hilton San Diego Gaslamp Quarter  
401 K Street, Santa Rosa Room, San Diego, CA 92101

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

1. **Call to Order** – 3:40PM – 9 Directors Present
2. **NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*

3:41 PM – Jim Shaw Arrives – 10 Directors Present

**PRESENTATIONS**

**3. The Campus at Horton – Project Advisor, Jimmy Parker**

- Stockdale Capital Partners is an owner-operator specializing in the redevelopment and repositioning of real estate assets in leading Southwest markets.
- **Owns several assets in Downtown San Diego:** Jeweler’s Exchange, Keating Hotel, William Penn Hotel Building, Mercantile Building and the 7<sup>th</sup> & E Parking Lot
- **Campus at Horton:** 1,000,000 SF of creative office with mixed use amenities for initial phase of project with an additional phase of 1,550,000 SF in added density.
  - **Phase I:** 1,000,000 sqft
    - Phase I Timeline:
      - Summer 2018: Closing -> Demolition ~9 months -> Construction ~12 months -> Lease-Up ~6 months -> Fall 2020: Grand Opening
  - **Phase II:** add. 1,200,000 sqft
  - **Phase III:** add. 350,000 sqft



- **Economic and Community Impact:** 3,000-4,000 new high-paying jobs in downtown San Diego, \$1.8 billion in annual economic impact, and an activated plaza is a significant benefit to local businesses and residents

#### **4. LIAISON REPORTS**

Council District 3 – *Brian Elliott*  
Clean & Safe (DSDP) – *Alonso Vivas*  
City of San Diego – *Liz Studebaker*

GQ Historical Foundation – *Rhiannon Luna*  
SDPD – *Kevin Wadhams*  
DCPC / DPMG – *Cindy Blair*

4:12 PM – Wayne Partello Leaves – 9 Directors Present

#### **CONSENT**

#### **5. Approval of Minutes from Meeting of Wednesday, September 26, 2018**

**MOTION: The Board of Directors approves the Consent Agenda (item 5).  
Schwartz/Duke – 8/1/0  
Motion Passes**

#### **NEW BUSINESS**

#### **6. The Campus at Horton**

**NOTES:** See above (item 3) to learn more about The Campus at Horton.

**MOTION: The Board of Directors motion to support The Campus at Horton project.  
Greenberg/Burg – 9/0/0  
Motion Passes**

#### **OLD BUSINESS**

#### **7. Promote Committee Report**

*For updates see Board Packet*

- Events/seasonal décor to draw visitors during slower times
  - Patio Decorations: Laurie Peters met with Pam Schwartz from Downtown ACE Hardware and figured out a group of decorations that would be available at a discount for member businesses. Erin then met with Jackie Fischer who will consult and install for the businesses.
  - Holiday Kick Off 11/24: Michael Trimble is orchestrating the lighting from pole to pole and the GOBO lighting and Market lighting
- 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

#### **8. Protect Committee Report**

*For updates see Board Packet*

- Coordinated restraining orders for repeat offenders
  - Staff met with Clean & Safe staff, legal team will review



- Improve maintenance reporting and decrease the backlog of repair work
  - Have your staff use Get It Done to report ALL INCIDENTS and send to GQA. GQA to compile; call PERT on individuals; inform/educate membership
- 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

*For updates see Board Packet*

- Fifth Avenue Master Plan to provide a new vision
  - Carrier Johnson to develop a timeline of meeting dates and deliverable schedule: Next stakeholder meeting to review preliminary plans for the 5<sup>th</sup> Ave Pedestrian project.
  - Develop a promotional video to help sell the Master Plan and Gateway Projects: film complete, web page created and Google ad campaign running in conjunction with Youtube. Collateral sales sheets to be finalized early November.
- North End Gateway Sign to bookend district/draw visitors northward
- Enhance lighting and repair sidewalks for aesthetics and safety
  - Fifth Avenue Lighting: Placemaking permit approved, pending signature from Civic San Diego. Pro Cal Lighting is scheduled to resume the install the week of Nov 1<sup>st</sup>. Estimated completion two weeks after work begins.
- Island Avenue Plaza to provide public space/profitable venue
  - Awaiting estimated costs for the phases of work. California Placemaking grant opportunity to help jumpstart the construction grant due mid November.

## 10. Special Events

- a. Tuesday, December 18, 2018 7:10AM – 10AM Marriot Connect – Corporate Block Party – *Jennifer Gottsch*
- b. Sunday, November 4, 2018 10AM-4PM – Fallback Festival – *Laurel McFarlane*
- c. Saturday, November 24, 2018 2PM – 9PM – Gaslamp for the Holiday's Kick Off – *Laurel McFarlane & Erin Liddell*
- d. Saturday, December 8, 2018 1PM-5PM – Toast of Gaslamp – *Laurel McFarlane*
- e. Sunday, December 16, 2018 11:30AM-5PM – The Vet + Pet West Gaslamp Holiday Pet Parade

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

- GQA Board and concerned business owners need to meet with Clean & Safe and Downtown Partnership to voice our concerns and determine ways to improve the cleanliness of the Gaslamp Quarter.

## ANNOUNCEMENTS

- a. Next GQA Board of Directors Meeting | Wednesday, December 5, 2018 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

## MEETING ADJOURNMENT – 4:57 PM