



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, December 5, 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
Cindy Blair Jeffrey Burg Dania Duke Michael Georgopoulos Aron Langellier Louis Pelliccia Pam Schwartz Kim Shattuck Jim Shaw Stephen Sherman	Raymond Davoudi Bruce Getz Howard Greenberg Laurel McFarlane Wayne Partello Laurie Peters Nathan Wing	Michael Trimble Sherry An Erin Liddell

- 1. Call to Order** – 3:42PM – 10 Directors Present
- 2. NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*
 - Jonathan Freeman – scooters

PRESENTATIONS

3. LIAISON REPORTS

Council District 3 – <i>Brian Elliott</i>	State Senate, 39th District – <i>Jason Weisz</i>
Clean & Safe (DSDP) – <i>Alonso Vivas</i>	SDPD – <i>Kevin Wadhams</i>
DCPC / DPMG – <i>Cindy Blair</i>	

CONSENT

- 4. Approval of Minutes from Meeting of Wednesday, October 31, 2018**
- 5. Approval of Financials from August through October 2018**

**MOTION: The Board of Directors approves the Consent Agenda (items 4 and 5).
Burg/Schwartz – 10/0/0
Motion Passes**

OLD BUSINESS

6. Promote Committee Report

For updates see Board Packet

- Events/seasonal décor to draw visitors during slower times



- District Décor is all up - 360 pole banners, garland wrapped poles (81), street spanning banner and holiday lights
- Holiday Kick Off 11/24 was a success – 80 vendors, meet and greet with Santa, holiday stilt walkers and music.
- 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

7. Protect Committee Report

For updates see Board Packet

- Coordinated restraining orders for repeat offenders
- 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

8. Plan Committee Report

For updates see Board Packet

- Fifth Avenue Master Plan to provide a new vision
- North End Gateway Sign to bookend district/draw visitors northward
- Enhance lighting and repair sidewalks for aesthetics and safety
 - Fifth Avenue Lighting: All lights are installed and operational
- Island Avenue Plaza to provide public space/profitable venue

9. Special Events

- a. Saturday, December 8, 2018 1:00PM – 5PM - Toast of Gaslamp – *Laurel McFarlane*
- b. Tuesday, December 18, 2018 7:10AM – 10AM Marriot Connect – Corporate Block Party – *Jennifer Gottsch*
- c. Saturday, March 16, 2018 2PM – Midnight – ShamROCK – *Laurel McFarlane*
- d. Sunday, December 16, 2018 11:30AM-5PM – The Vet + Pet West Gaslamp Holiday Pet Parade presented by FOMO Bones

10. 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, January 30, 2018 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

MEETING ADJOURNMENT – 5:14 PM