



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, April 24, 2019 | 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
Joe Santos Michael Georgopoulos Bruce Getz Aron Langellier Carlos Becerra Laurie Peters Pam Schwartz Kim Shattuck Stephen Sherman	Cindy Blair Jeffrey Burg Dania Duke Howard Greenberg Laurel McFarlane Wayne Partello Jim Shaw Nathan Wing	Michael Trimble Sherry An Erin Liddell David Perloff

- 1. Call to Order** – 3:47PM – 9 Directors Present
- 2. NON-AGENDA MEMBER/PUBLIC COMMENT** (*2 minutes maximum per speaker*)
 - Arnie Garcia – SDGE: make sure you select the right plans for your businesses electricity

PRESENTATIONS

3. LIAISON REPORTS

Council District 3 – *Brian Elliott*
Clean & Safe (DSDP) – *Alonso Vivas*
DPMG – *Michael Trimble*

SDPD – *Office Marlo Woods*
GQ Historical Foundation – *Rhiannon Luna*

4. 5th Ave Master Plan Update

CONSENT

5. Approval of Minutes from Meeting of Wednesday, March 27, 2019

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

OLD BUSINESS

6. Promote Committee Report

- **25th Annual Taste of Gaslamp presented by Karl Strauss – Saturday, June 15**



- **AliPay and GQA Update**
 - Developing GQA landing page within AliPay realm
 - Interested members include RMD Group, GBOD Group, Searsucker, Lou & Mickey's, CRG
 - Meeting is scheduled with AliPay for 4/27 at 3:30PM
 - SDTA International marketing support
 - **Audit and analysis of all marketing and advertising GQA**
 - Developing strategy to maximize efficacy of parking-program marketing campaigns for FY20
 - Audit owned-and-operated media assets: kiosks, website, email, social, banners, etc
 - Develop new sellable assets for digital and offline (i.e., collaborative-email revenue model)
 - **New website with emphasis on user experience and effective use of member content**
 - **2nd Website Presentation** – To be rescheduled. A meeting with Geocentric
 - **1st Website Presentation** – The Committee met the beginning of February with Simple View. A Company that does hundreds of Destination Marketing Organization's website. Kevin Bates presented and was received well by the Promote Committee
- Action Items:**
- The RFP Process will be used for all of those the GQA is considering

7. Protect Committee Report

- **Coordinated restraining orders for repeat offenders**

Action Items:

 - Extension of the deadline due to small amount of participation
- **Improve maintenance reporting and decrease the backlog of repair work**

Action Items:

 - EDCO locking trash can pilot program 2nd quarter
 - EDCO is currently doing outreach to determine needs
- **Dockless Scooters and EBikes**

Action Items

 - Agree to stronger language on protecting sidewalks "No riding or Parking on sidewalks"
 - Come to consensus to go on the record to Mayor's office GQA position on sidewalk scooter impact.
 - Letter written by GQA sent to Mayor and Councilmember stating position on parking and riding on sidewalks in Gaslamp
 - Locations of parking submitted to Civic San Diego and Mayors office – No Riding or Parking on Sidewalks. All scooter parking will take place in red zones on cross streets.
 - Scooter letter distributed to membership for personal customization to be sent to City Council and Mayors office in support of the GQA position.
 - GQA endorsed Mayor's action plan and District 3 amendment
- **Parking Improvements in Gaslamp**

Action Items:

 - Implementation of Pay and Display for 5th Ave springtime roll out.



- Secure designated driver-only spaces in the public garages (In process)
- Roll out of real time parking availability for Park it on Market and 6th and K Parkade- The BETA pilot should be ready by May 15th
- Add additional ACE Parking lots to the program with a revenue share model i.e City Square promotion on Gaslamp.org
- Featured speaker at Smart Cities Weeks conference April 17th – Topic - Flexible parking options i.e. 5th Ave Active Loading Zone
- **Increase the presence of law enforcement**
Action Items:
 - ONE committee has met with PD and discussed Nightclub issues in the Gaslamp Quarter

8. Plan Committee Report

- **Fifth Avenue Master Plan to provide a new vision**
Action Plan:
 - Presented 5th Ave Master Plan to DSDP and SDTA
 - Master plan will be presented at next DSDP Executive meeting in April
 - Second meeting with Civic San Diego to discuss plan and next step as well as FY20 plan
 - Meeting with DSDP to develop new steering committee
 - Department head meeting to be scheduled in May
 - Developed road show for 5th Ave Master Plan
 - Financial forecast development for funding project
 - Review Existing Conditions and Collect New Traffic Counts
 - Preliminary Traffic Analysis: Future Year (2035) Conditions
 - Review and identify any environmental constraints and the potential for new impacts associated with the Fifth Avenue Design Concept Plan that may not have been addressed in the previous CEQA documentation covering the project area.
 - Urban Forestry Bill – Greenhouse Gas reduction fund
- **Neighborhood Parking Program FY20 Gaslamp Quarter Association - Approved**
Action Plan:

○ Fifth Ave Active Loading Zone -	\$11,500.00
○ Parking Promotion -	\$289,250.00
○ Wayfinding -	\$23,000.00
○ Fifth Avenue Master Plan -	\$86,250.00
○ Enhanced Pedestrian Lighting -	\$80,500.00
○ Bollard Program -	<u>\$57,500.00</u>
○ Total program -	\$548,000.00
○ Admin GQA -	\$82,200.00
○ Increase from FY19	\$95,000.00
- **Artisan Market**
Action Plan:
 - Expansion to second block between Island and J Street – April 7th
 - Permanent No Parking Street signage installed between Market & J Street – April 22nd



- Up to 80 vendors a week will participate at the Market
- New GQA/Artisan Market bike barricade signage – TBD May
- **GQA Annual Retreat for FY20**
 - Wednesday, June 26th 10:00 AM- 3:00 PM - San Diego Gaslamp Marriott

9. Special Events

- a. NO MEETING IN APRIL

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

ANNOUNCEMENTS

- a. Next GQA Board of Directors Meeting | Wednesday, May 29, 2019 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

MEETING ADJOURNMENT – 4:46 PM