



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, May 29, 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
Jeffrey Burg Joe Santos Dania Duke Michael Georgopoulos Howard Greenberg Aron Langellier Wayne Partello Laurie Peters Pam Schwartz Jim Shaw Stephen Sherman Nathan Wing	Cindy Blair Bruce Getz Laurel McFarlane Carlos Becerra Kim Shattuck	Michael Trimble Sherry An

- 1. Call to Order** – 3:36PM – 9 Directors Present
- 2. NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*

PRESENTATIONS

3. LIAISON REPORTS

SDPD – *Office Marlo Woods, Officer Kevin Wadhams & Captain Mike Holden*

3:41 PM – Howard Greenberg Arrives – 10 Directors Present

3:43 PM – Dania Duke Arrives – 11 Directors Present

3:45 PM – Jim Shaw Arrives – 12 Directors Present

Clean & Safe (DSDP) – *Marco*

GQ Historical Foundation – *Rhiannon Luna*

4. 5th Ave Master Plan Update

CONSENT

5. Approval of Minutes from Meeting of Wednesday, April 24, 2019

MOTION: The Board of Directors approves the Consent Agenda (item 5).

Sherman/Burg – 9/3/0

Motion Passes



OLD BUSINESS

6. Promote Committee Report

- **25th Annual Taste of Gaslamp presented by Karl Strauss – Saturday, June 15**
 - **AliPay and GQA Update**
 - Brand USA and Alipay shifted the promotional portion of the program to drive Fall travel during China’s national holiday, Golden Week, which starts October 4th.
 - Peak travel season and allows more time to sign up more merchants and build out a better marketing plan.
 - SDTA need to get around 40 more merchants activated in the next month.
 - Current Gaslamp merchants: Searsucker, Café 21, RMD Group, GBOD Group, Parq, barley mash
 - Meeting scheduled with AliPay for 5/30 at 5PM
 - Alipay planning to invite a KOL (Key Opinion Leader) with 3MM fans in China to visit San Diego next month.
 - Looking for Gaslamp merchants interested in hosting them in some way.
 - **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:

 - Due to the arrest of the subject GQA/EVA and our collective merchants submitted documentation for the hearing.
 - Stayaway order in place for Gaslamp/East Village/Downtown - June 24th is sentencing
- **Increased Security for Gaslamp Parks**

Action Items:

 - GQA went on record and wrote a letter to the Mayor’s office requesting the addition of a Park Ranger for downtown parks. Awaiting a decision from the FY20 budget.
- **ABC Issues in the Gaslamp Quarter**

Action Items:

 - Letter written by GQA sent to Mayor and Councilmember stating position on not granting ABC licenses past midnight. Working with Councilmember Wards office to find consensus.



- **Parking Improvements in Gaslamp**

- **Action Items:**

- 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 is live on the Gaslamp.org/Parking May 10th
- Add additional ACE Parking lots to the program with a revenue share model i.e City Square promotion on Gaslamp.org – (In process)

- **Code Enforcement Issues in the Gaslamp**

- **Action Items:**

- LUP is taking the lead on contacting individual businesses in the Gaslamp with PDO/Code violations – Letters sent to merchants May 10th
- Meeting with District 3, DSDP, Clean and Safe and GQA to determine city involvement for PDO/Code – Multi-Department meeting on June 4th to determine next steps.
- First submission to DSD for 750 5th Ave Sidewalk Café Maintenance and Removal Agreement

- **Increase the presence of law enforcement**

- **Action Items:**

- ONE committee has met with PD and discussed Nightclub issues in the Gaslamp Quarter next meeting TBD

8. Plan Committee Report

- **Fifth Avenue Master Plan to provide a new vision**

- **Action Plan:**

- Third meeting with Civic San Diego to discuss process for city approval and grant funding and next step as well as FY20 plan – May 17th
- Meeting with San Diego Padres to discuss traffic impact and 5th Ave Master plan -May 14th
- Dry Utilities consultant initial review - May 16th
- Traffic Engineering initial review – May 16th
- Department head meeting coordinated by Kris Michell and Betsey Brennan – to take place before the end of FY19
- Stakeholder list finalized and steering committee confirmed partnering with DSDP – May 24th
- Meeting with Kimley Horn to discuss grant funding opportunities will identify available grants that may be applicable to the Gaslamp Fifth Avenue Promenade project. – May 17th
- Review Grant Criteria – Kimley-Horn will review available criteria for each identified grant to identify deadlines, funding availability and matching, threshold requirements, and scoring criteria.
- Define Data Needs – Kimley-Horn will identify specific data collection needed for each of the grant applications.



- Perform preliminary scoring calculations – Kimley-Horn will perform preliminary scoring calculations for up to two grants (not all programs have published scoring criteria), to establish a preliminary score for the project based on known grant scoring criteria. Kimley-Horn will compare the preliminary score to prior year’s data for the relevant grants.
- **Pay and Display on 5th Ave**
Action Plan:
 - Installation delayed until late July
- **Artisan Market**
Action Plan:
 - Up to 80 vendors a week will participate at the Market
 - New GQA/Artisan Market bike barricade signage – May 19th
- **GQA Annual Retreat for FY20**
 - Wednesday, June 26th 10:00 AM- 3:00 PM - San Diego Gaslamp Marriott

9. Special Events

- a. Comic-Con 101 Meeting – Thursday, May 30 3:30PM
 - i. Lou & Mickey’s – 224 Fifth Avenue

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 – 5:00 PM