



GASLAMP QUARTER ASSOCIATION  
 FY20 BOARD OF DIRECTORS RETREAT  
 MINUTES

Wednesday, June 26, 2019 | 9:30AM – 4:30PM  
 San Diego Marriott Gaslamp Quarter  
 660 K Street, 8th Floor, San Diego, CA 92101

Present Board Members	Absent Board Members	GQA Staff	Guests
Cindy Blair Jeffrey Burg Joe Santos Dania Duke Michael Georgopoulos Howard Greenberg Aron Langellier Laurel McFarlane Wayne Partello Pam Schwartz Jim Shaw Kim Shattuck Nathan Wing	Bruce Getz Carlos Becerra Laurie Peters Stephen Sherman	Michael Trimble David Perloff Erin Liddell Sherry An	Joe Terzi Colleen Anderson

**1. Call to Order** – 10:06AM – 11 Directors Present

**2. Non-Agenda Public Comment**

**3. Additions to the Agenda**

10:08 AM – Cindy Blair Arrives – 12 Directors Present

**4. Welcoming Remarks**

**5. FY19 Review**

10:35 AM – Laurel McFarlane Arrives – 13 Directors Present

**NOTES: Staff** presented the FY19 Recap presentation. **H. Greenberg:** How was business during the holidays? **M. Georgopoulos:** We had a good December. Not suggesting it was because of the holiday decorations, but because we booked a lot of holiday parties. I think if the district was known to be festive, we may pick up some more traditional business. I also think having the decorations would be a good selling point for holiday parties. **J. Santos:** I think the décor adds to the experience and it's important that we continue sustaining the experience for visitors. **W. Partello:** The long term of continuously doing it is important,



people in the future will know the Gaslamp Quarter is always dressed for the holidays. **D. Duke:** The days that need the most help is the first few weeks of December leading up to the holidays. **H. Greenberg:** It's going to take a minimum of 5 years for the Fifth Avenue Masterplan to happen. Instead of putting every plan of improving the district on hold until that's complete, there are things incorporated into that plan that we can do sooner than later. **C. Blair:** I agree things should be implemented incrementally with projects that won't be thrown away when the Fifth Avenue Masterplan happen.

#### 6. Financial Review

**NOTES: J. Shaw** presented a cash balance analysis. **L. McFarlane:** The Net Income for the Gala doesn't match my team's P&L. We need to compare our detailed P&Ls. **J. Shaw:** Majority of our income came from advertising, BID assessment fees and Grants.

#### 7. FY20 Budget

**NOTES: M. Trimble and J. Shaw** presented the FY20 Budget. Need to adjust the following items: BID assessments, Gaslamp Artisan Market, Payroll: Employer Tax, and Rabbitville special projects.

#### 8. FY20 Strategic Plan

**NOTES: M. Trimble** presented the FY20 GQA parking meter revenue. **P. Schwartz** How was it decided that Fourth Avenue gets the enhanced lighting instead of Sixth Avenue? **M. Trimble** There's a larger amount of small business merchants on Fourth than Sixth that needs more help. **D. Perloff** presented his new parking and advertising plan.

**In FY20 the Gaslamp Quarter Association will increase the number of annual visitors to the district by refining our brand and building awareness; improving the guest experience; and investing in the future.**

11:30 AM – Jeffrey Burg Leaves – 12 Directors Present

12:15 PM – Wayne Partello Leaves – 11 Directors Present

1:00 PM – Jeffrey Burg Arrives – 12 Directors Present

1:30 PM – Howard Greenberg Leaves – 11 Directors Present

#### 9. FY20 Budget

**NOTES: J. Shaw** made the adjustments to the FY20 Budget. **L. McFarlane** opposes the budget. Need to discuss event budgets with M. Trimble and M. Georgopoulos.

**MOTION: The Board of Directors approves the FY20 budget.**

**Wing/Duke – 10/0/1**

**Motion Passes**



## 10. Committee Breakout Sessions

**NOTES: M. Trimble** asked each of the committees to gather and decide on the FY20 goals. Bruce Getz is the Chair of the Protect Committee. **K. Shattuck** would like to change to the Promote Committee.

## 11. PRESENTATION

### **Colleen Anderson – Executive Director, Tourism Marketing District**

**NOTES: C. Anderson** introduced herself as the Executive Director of the San Diego Tourism Marketing District. She explained how the TMD funds are distributed to the San Diego Tourism Authority and other applicable events/groups.

### **Joe Terzi – President of San Diego Tourism Authority**

**NOTES: J. Terzi** presented the ranking of San Diego in the tourism industry compared to other cities in the United States. San Diego ranked in the top 10 for all categories at the end of 2018; however, global tourism is expected to slow down toward the end of 2019 and into 2020 due to the slowdown of developing economies, decline in overseas arrivals, and the strong US Dollar making traveling here more expensive. He emphasized the importance of the expansion of the Convention Center to ensure San Diego remains competitive for large conventions.

## 12. Reconvene to update FY20 Goals taken from Breakout Sessions

The goals were approved by the committee as follows:

### PROMOTE

- Explore ways to improve the Gaslamp Gala
- Seasonal collaborative marketing campaign to promote the Gaslamp Quarter as a destination for different holidays (Halloween, St. Patrick's Day, July 4<sup>th</sup>, etc).
- Special events: 3-on-3 hoops during NCAA tourney
- Consistent outreach to member businesses and the public
- Create a comprehensive digital strategy (email, social, website)
- Recurring Events: weekly or monthly events that bring people to the district

### PROTECT

- Improve vacant storefronts with window clings
- More involvement with the ONE Group
- Bring back Leadership Hospitality meetings
- Improve cleanliness and appearance of the district (additional power washing, SDGE vault repairs, homeless issues, trash cans)
- Offer Preferred Vendor List to all merchants
- Communicate Code/PDO to businesses not following the rules with Block Captains and GQHF/LUP
- More police presence on weekends and daytimes
- Get more people to use the Get it Done App



PLAN

- Fifth Avenue Master Plan
- Interim steps to phase in the Fifth Avenue Master Plan
- PDO/Downtown community plan revision
- KEY Meetings for Master Plan to project on CID list
- Poll membership about Sunday paid parking
- Community outreach for support of Master Plan
- Fourth Avenue diagonal parking conversion
- Pay and Display parking conversion on Fifth Avenue

**Adjournment - 4:58PM**