



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, August 28, 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 |
|---|--|---|
| Cindy Blair Jeffrey Burg Joe Santos Dania Duke Bruce Getz Wayne Partello Carlos Becerra Laurie Peters Pam Schwartz Kim Shattuck Jim Shaw Nathan Wing | Michael Georgopoulos Howard Greenberg Aron Langellier Laurel McFarlane Stephen Sherman | Michael Trimble Sherry An David Perloff Erin Liddell |

1. **Call to Order** – 3:40PM – 11 Directors Present
2. **NON-AGENDA MEMBER/PUBLIC COMMENT** (*2 minutes maximum per speaker*)

PRESENTATIONS

3. LIAISON REPORTS

| | |
|---|---|
| SDPD – <i>Officer Tristan Schmottlach</i> | Council District 3 – <i>Brittany Bailey</i> |
| Clean & Safe (DSDP) – <i>Alonso Vivas</i> | GQ Historical Foundation – <i>Rhiannon Luna</i> |
| Deputy District Attorney – <i>Cheryl Sueing-Jones</i> | DCPC – <i>Cindy Blair</i> |
| DPMG – <i>Michael Trimble</i> | |

4:00 PM – Jeffrey Burg Arrives – 12 Directors Present

4. 5th Ave Master Plan Update

CONSENT

5. **Approval of Minutes from Meeting of Wednesday, June 26, 2019**
MOTION: The Board of Directors approves the Consent Agenda (item 5).
Duke/Burg – 10/0/2
Motion Passes



OLD BUSINESS

6. Promote Committee Report

- **Gaslamp Gala: Thurs., Nov. 7, Gaslamp Hilton and Fifth Avenue under the arch**
 - Michael invited elected officials to attend the Gala
 - Kevin Faulconer, Todd Gloria, Barbara Bry and Chris Ward have confirmed attendance
 - Conducted committee meetings to assess catering, location/production details
- **Parking advertising strategy**
 - Develop strategy to maximize efficacy of parking-program marketing campaigns for FY20
- **GQA's new media kit**
 - Create media kit to articulate GQA's advertising offerings: street banners, website, email, social
 - Have kit demonstrate that GQA is modern, digital-forward organization with which other businesses should aspire to collaborate
- **Gaslamp Marketing Alliance**
 - Developing collaborative marketing strategy that empowers members to use their outreach assets (web, social, email, on-premise, etc.) to promote their own businesses and the collective good: Gaslamp Beer Festival, Gaslamp Restaurant Week, Gaslamp Shopping Day, for example
 - Will have regular (bi-monthly) events where owners, GMs and marketing staff converge to share/learn best practices relating to media planning/buying, advertising strategy, more.

7. Protect Committee Report

- **Coordinate restraining orders for repeat offenders**

Action Items:

 - Identify additional individuals and work to relocate them or enforce stayaway orders
- **Work closely with elected officials to achieve community goals**

Action Items:

 - Assembly member Todd Gloria walk about the Gaslamp visiting merchants on 5th Ave talking about concerns in the neighborhood and supporting the Gaslamp Promenade project. August 5th.
- **ABC Issues in the Gaslamp Quarter**

Action Items:

 - Met directly with the Francis Barraza, Deputy Chief of Staff for Engagement for the Mayor's office. We presented multiple cases where the ABC has been over scrutinizing new licenses and or times of conditions. Each case would be handled individually. July 16th
- **Parking Improvements in Gaslamp**

Action Items:

 - New diagonal parking added on K Street between 3rd and 4th Ave 18 spaces.
 - 4th Ave diagonal conversion project from Island to K Street to begin construction late September.



- **Code Enforcement Issues in the Gaslamp**

Action Items:

- Environmental Health issues with illegal vending in the Gaslamp. Developed new protocol for filing complaints with Health Department. Phone complaints (858) 505-6903 or email FHDComplaints@sdcounty.ca.gov
- New sidewalk vending ordinance calls out Gaslamp as a no-vending zone once ordinance has passed in September
- New window clings to be installed as a pilot program for vacant store fronts. Working with real estate offices downtown to gain acceptance.

- **Increase the presence of law enforcement**

Action Items:

- ONE committee has met with PD and discussed Nightclub issues in the Gaslamp Quarter next meeting – Active shooter training – Wednesday, August 21st.

4:43 PM – Wayne Partello Leaves – 11 Directors Present

8. Plan Committee Report

- **Fifth Avenue Master Plan to provide a new vision “Gaslamp Promenade”**

Action Plan:

- **July 12th** – First department head meeting
- **August 13th** – Second department head meeting
- **August 23-25th** – Comprehensive parking study
- **September 5th** – Follow up meeting scheduled with Mayor’s office to determine next steps to proceed to enter into the contract phase between the City of San Diego and GQA and Hand-Off procedure for Public Works Capital Improvement Project.
 - GQA becomes client. GQA will be involved with conceptual design, financing, public outreach and community relations.
- Project deliverables by Design team – schematic design level & schematic design documentation – *More details in Board Packet*
- **October 10th** – Public policy meeting presentation DSDP

4:57 PM – Jim Shaw Leaves – 10 Directors Present

- **Pay and Display on 5th Ave**

Action Plan:

- Installation delayed until late October, early November

9. Special Events

- Scaled Agile – October 3, 2019
- Walk a Mile in Their Shoes – October 5, 2019
- WCKD Village – October 26, 2019
- Fall Back Festival – November 3, 2019

5:08 PM – Bruce Getz Leaves – 9 Directors Present



NEW BUSINESS

10. Board Election Slate Approval

Discussion: The following candidates are running on the ballot for a 2 year term of office 2019-2021.

Returning: Pam Schwartz, Jeffrey Burg, Cindy Blair, Aron Langelier, Laurel McFarlane, Michael Georgopoulos, Nathan Wing. **New:** Josefine Jandinger

MOTION: The Board of Directors motions to approve the addition of Josefine Jandinger to the Board Election Slate.

Peters/Duke – 9/0/0

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

- **Wayne Partello & Pam Schwartz:** What happened with the Brice House contract?
 - **David Perloff** arranged for Brice House to purchase all 52 kiosk posters from GQA for \$500/mo., for the next 30 months. Total revenue over 30 months: \$780,000.00

ANNOUNCEMENTS

- Next GQA Board of Directors Meeting | Wednesday, September 25, 2019 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

MEETING ADJOURNMENT – 5:12 PM