



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, September 25, 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 Dania Duke Josefine Jandinger Aron Langellier Laurel McFarlane Wayne Partello Joe Santos Jim Shaw Stephen Sherman Nathan Wing	Carlos Becerra Jeffrey Burg Michael Gerogopoulos Bruce Getz Howard Greenberg Laurie Peters Pam Schwartz Kim Shattuck	Michael Trimble Sherry An David Perloff Erin Liddell

1. **Call to Order** – 3:43PM – 9 Directors Present
2. **NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*

PRESENTATIONS

3. **LIAISON REPORTS**

Council District 3 – *Brittany Bailey*
Clean & Safe (DSDP) – *Alonso Vivas*
DCPC – *Cindy Blair*

GQ Historical Foundation – *Rhiannon Luna*
City of San Diego – *Sean Karfin*
DPMG – *Michael Trimble*

4. **5th Ave Master Plan Update**

CONSENT

5. **Approval of Minutes from Meeting of Wednesday, August 28, 2019**
6. **Approval of new board members – 2019-2021 term**

**MOTION: The Board of Directors approves the Consent Agenda (item 5 & 6).
Partello/Duke – 9/0/0
Motion Passes**



OLD BUSINESS

7. Promote Committee Report

- **Gaslamp Gala: Thurs., Nov. 7, Gaslamp Hilton and Fifth Avenue under the arch**
 - **CONFIRMED SPONSORS:**
 - **Title** - The San Diego Union Tribune
 - **Presenting** - The Hilton San Diego Gaslamp Quarter
 - **Distributor** - Sysco
 - **Dessert** - The San Diego Marriott Gaslamp Quarter
 - **Entertainment** - The Shout! House / Garage
 - **Red Carpet** - San Diego Padres
 - **Silent/ Live Auction** - Carrier Johnson
 - **Soda/Water Sponsor** - Pepsico
 - **A/V Sponsor** - Viejas
 - **Table Sponsors:** San Diego Tourism Authority, Cindy Blair, Hard Rock Hotel
- **Parking**
 - GQA has established a methodology for incentivizing the district's visitors to park at Park it on Market and the 6th & K Parkade.
 - GQA members will be invited to participate in multimedia advertising campaigns that promote their businesses while incentivizing patrons to use the above-mentioned parking lots
- **Website**
 - GQA has hired ELEVATED.com to assess the current site and map a path forward based on GQA goals and objectives.
 - ELEVATED.com will present a solution that can be executed in phases versus at one time
 - GQA members can participate in generating content for the website, which will help them gain exposure for their own businesses while simultaneously improving U/X (user experience) on the site
- **Banners**
 - GQA has devised a strategy that empowers members to showcase their businesses to the public in a fashion that supports GQA and improves the look of the neighborhood for all visitors
 - Depending upon member intrigue and activation, this program can generate \$137,000 for the GQA

4:20 PM – Laurel McFarlane Leaves – 8 Directors Present

8. 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 second walk about the Gaslamp visiting merchants on 5th Ave talking about concerns in the neighborhood and supporting the Gaslamp Promenade project. Friday, October 18th
- 6th Ave Cycle track discussion with City leaders, SDPD and concerned merchants on 6th Ave
 - Monday, October 21st 10:00AM Central Division 2501 Imperial Avenue
 - Traffic study details will be released and analyzed with recommendations
- **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.
- **Parking Improvements in Gaslamp**
Action Items:
 - 4th Ave diagonal conversion project from Island to K Street to begin construction late September.
- **Work with Police Foundation**
 - Develop a fundraising project to help support the HOT Team
 - New uniforms to help homeless outreach become more effective
 - Working with D3 to have this project reflect in the council offices homeless outreach program
- **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. **Regulates heavily trafficked sidewalks:**
 - Allowing sidewalk vending on sidewalks that are heavily trafficked throughout the year presents a public safety issue for the City. For this reason, the proposed ordinance identifies locations where sidewalk vending is not allowed such as the Mission Beach and La Jolla Shores boardwalks, heavily trafficked sidewalks within certain beach communities, **Gaslamp**, Little Italy and within the ballpark district on event and Padres game days. The ordinance also regulates sidewalk vending within the vicinity of the Convention Center during conventions.
- **New window clings to be installed as a pilot program for vacant store fronts**
 - Working with real estate offices downtown to gain acceptance

9. Plan Committee Report

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

Action Plan:

- **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.
- **September 23rd** – Meeting with Council President Barbara Bry
- **September 25th** – Meeting with new city staff leaders who are officially assigned to the 5th Ave Master Plan- Elizabeth Studebaker, Tanner French and Brad Richter. City meeting will be held bi-weekly moving forward.
- **October 10th** – Meeting with the DSDP Public Policy team for official approvals.
- **New landing page designed for 5th Ave Promenade** project to gain endorsements, track progress, raise money through GoFundme program to sell bricks for the Gaslamp Walk of Fame at \$500 per brick. Will launch prior to the Gaslamp Gala on November 7th.
- **The 5th Ave Master Plan project will be introduced to the public at the Gaslamp Gala** - Sizzle reel will be produced as well as a virtual reality experience. Collateral and all media will be used for the public outreach campaign beginning after November 7th.
- All City Council member will be met with prior to the end of October.
- **October 18th 2nd Gaslamp Walkabout with Assemblyman Todd Gloria**
- **New budget for next year's deliverables completed and reviewed with the city and design team. Also, discussion on additional funding sources from the city's 55% of parking meter revenue.**
- **Pay and Display on 5th Ave**
Action Plan:
 - Installation delayed until late October, early November

10. Special Events

- San Diego International Film Festival –October 18, 2019
- 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
- Kubecon + Cloudnation – November 20, 2019
- 19th Annual San Diego Run for the Hungry – November 28, 2019

4:55 PM – Dania Duke Leaves – 7 Directors Present

NEW BUSINESS

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

- TwitchCon this weekend with concert at Petco Park.
- BriceHouse to possibly sponsor ice rink/tree during holiday season at Gaslamp Square.

ANNOUNCEMENTS

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

MEETING ADJOURNMENT – 5:05 PM