



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, December 11, 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
Carlos Becerra Cindy Blair Jeffrey Burg Michael Gerogopoulos Howard Greenberg Josefina Jandinger Aron Langellier Laurel McFarlane Wayne Partello Laurie Peters Joe Santos Pam Schwartz Kim Shattuck Jim Shaw Stephen Sherman Nathan Wing	Bruce Getz	Michael Trimble David Perloff Erin Liddell

1. **Call to Order** – 3:32PM – 16 Directors Present

2. **NON-AGENDA MEMBER/PUBLIC COMMENT** (2 minutes maximum per speaker)

- Arnie Garcia SDG&E discussed the up and coming items that member businesses can save money on with energy.
- Chris Olson campaigning for District #3 Councilmember position

PRESENTATIONS

3. **LIAISON REPORTS**

Council District 3 – *Councilmember Chris Ward* Community Report

GQ Historical Foundation – *Rhiannon Luna*

Clean and Safe – *Alonso Vivas*

SDPD- *Officer Marlo* , *Captain*

4:30 PM – Wayne Partello Leaves – 15 Directors Present

4:41 PM – Kim Shattuck Leaves – 14 Directors Present



4. 5th Ave Master Plan Update

CONSENT

5. Approval of Minutes from Meeting of Wednesday, October 30, 2019

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

Wing/Jandinger – 14/0/0

Motion Passes

OLD BUSINESS

6. Promote Committee Report

1. Just Food For Dogs Gaslamp Holiday Pet Parade

- Sunday, December 15, 12- 5 p.m. – Parade begins at 2 p.m.
- Just Food For Dogs Title Sponsor, Bubbles Boutique, Cat Café, SD Padres, - section sponsors
- Registration - \$15 per pet, \$20 day of- Holidaypetparade.com
- 9 different costume contest categories
- Sold out Holiday Pet Market- retail at 401 K street park
- Television spots on KUSI, Fox 5 and CBS Channel 7

2. Parking

- GQA established partnership between ACE Parking and CIVIC San Diego, wherein GQA can use CIVIC San Diego parking district funding to promote awareness/use of parking lots while simultaneously advertising the neighborhood and its merchants.
- CIVIC San Diego and ACE Parking agreed to GQA's request to let GQA print a QR code and promotional messaging on tickets pulled from Park it on Market, Sixth & K Parkade, Gaslamp CitySquare and Horton Plaza parking lots.

3. Website

- ELEVATED.com is wrapping up assessment of current site.
- ELEVATED.com will present its findings and recommendations in November 2019
- 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

4. 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
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5:06 PM – Howard Greenberg Leaves- 13 Directors Present



7. Protect Committee Report

- **Coordinate restraining orders for repeat offenders**

Action Items:

- Identify additional individuals and work to relocate them or enforce stayaway orders

Illegal Vending in Gaslamp Quarter

- Work with Code Enforcement, Health Department, County, City and SDPD
- Develop a plan to assist code enforcement and SDPD to crack down on illegal vending
- New City ordinance planned to be rolled out early 2020

- **Develop a preferred vendor list for Gaslamp Merchants**

- **Work with Protect committee to identify vendor who can give preferred rate for GQA member**

- **Continued Pressure on SDG&E to finish work on damaged vaults**

- Work with Clean and Safe and property owner to fixed damaged vaults in 2020

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- **Parking Improvements in Gaslamp**

Action Items:

- 4th Ave diagonal conversion project from Island to K Street to begin construction late December.
- Pay and Display begin installation in 2020

- **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
- 1st cling to be installed December 17th at the old Nan-King Café for the holiday, up until January 2nd



8. Plan Committee Report

Fifth Ave Master Plan to provide a new vision "Gaslamp Promenade"

Action Plan: •

New landing page for the Gaslamp Promenade. Updated with Civic Support letters, concept video, renderings, media assets and the support engine for endorsements. To date we have over 130 endorsements from the general public and 23 Civic leaders' endorsements. (see schedule below)

www.Gaslamp.org/Promenade

- Planning Department meeting, December 3rd- Meeting with Planning Department, Mayors office, D3, Economic Development, DSW and DSDP. The purpose of this meeting was to review the procedure of requesting additional 1.5mm from NNP (Neighborhood Parking Program) to continue work on the Promenade project to prepare us to submit for the three grants, Active Transportation, Smart Growth and Urban Greening grant. The scope of work would be as follows. Continue design development to a level acceptable to satisfy the grant requirements, write all three grants and complete the community action plan prior to June 1st. DPMG (Downtown Parking Management Group) which is an advisory group to the city that makes recommendations on how parking meter revenue is spent. Must sign off on the request of additional funding. Preliminary presentation Thursday, December 12th with a final request on Thursday, January 9th.

- Gaslamp Promenade Second Steering Committee - December 17th – City of San Diego/Mayors office/GQA/committee members- Review funding strategy, community action plan and design elements.

- **Group service provider** - Operational protocol for companies that service the Gaslamp Quarter-meeting scheduled TBD 2020

- **Promenade Community Activation**- Requested by the City of San Diego to introduce the concept to the community before June 1st, 2020 weeklong activation test. Full promenade closure 12PM-3AM

Schedule of San Diego leadership meetings

- Nathan Fletcher County Supervisor 11-6-19 Support letter
- SD Regional Chamber of Commerce 11-19-19 Support (letter pending)
- SDTA 11-14-19 Support letter
- East Village Resident Group 11-21-19 Support (letter pending)
- Cortez Hill Resident Group 11-25-19 Support letter
- Chris Cate- Councilmember 12-2-19 Verbal support
- Vivian Moreno 12-2-19 Verbal support • Building Industry Assoc. 12-3-19 Support letter
- Convention Center 12-3-19 Support letter
- Downtown Resident Group 12-9-19 Support verbal
- Mark Kersey -Councilmember 12-10-19 Support (letter pending)
- San Diego Bike Coalition 12-10-19 Support (letter pending)
- DPMG 12-12-19 • Circulate San Diego 12-12-19
- Toni Atkins Office 12-13-19



- TMD 12-13-19
- MTS- Paul Jablonski CEO 12-16-19
- SDTA Board of Directors 1-15-20
- San Diego Bike Coalition 2-7-20 Regional Bike Summit

• **Pay and Display on 5th Ave**

Installation delayed until late December early January. Special Events

11. Special Events Report

Next Special Events Committee will be meeting on Thursday, January 16th.

Initial Presentations

SHAMROCK

March 14, 2020

6th Avenue between G and E Streets

F Street Between 5th and 7th

Contact: Laurel McFarlane- Mcfarlane Productions

SAN DIEGO ½ MARATHON

March 15, 2020

PRICE WATERHOUSE COOPER BLOCK PARTY

February 3, 2020

5th Avenue between J and K Streets

K Street between 4th and 6th Avenues

Attendance: 1200

Contact: Restaurant Events- Jen Gotsch

PRICE WATERHOUSE COOPER BLOCK PARTY

February 6, 2020

5th Avenue between J and K Streets

K Street between 4th and 6th Avenues

Attendance: 1500

Contact: Restaurant Events- Jen Gotsch

NEW BUSINESS

12. David Perloff – sales commission agreement.

DISCUSSION: M. Trimble distributed David Perloff's contract to the board. **S.Sherman** had questions wondering if the 25% commission was on the gross revenue? The contract would be 25% commission on the net. **J. Shaw** also didn't want to include banners in the advertising revenue.

MOTION: The Board of Directors approved to amend David Perloff's contract with the changes, and then have a final copy for Mr. Perloff to sign

Langelier/Georgopoulos: 12/0/1- vote by proxy in favor, J. Burg, L. Mcfarlane, and H.Greenberg,



Joe Santos left at 5:28PM 12 Directors present

13. DPMC, Devany Oate Nirrus & Cameron LLP.- Review GQA Bylaws, policies and procedures, and existing agreements- Brown Act compliance Wanting to hire DPMC to review GQA Bylaws, policies and prodedures so that GQA is in compliance with the Brown Act.

MOTION: The Board of Directors approved to hire Devany, Oate, Nirrus & Cameron LLP to review Review GQA Bylaws, policies and procedures, and existing agreements- Brown Act compliance

Langelier/Georgopoulos: 11/0/1 Vote by Proxy in favor, J. Burg, L. Mcfarlane, H.Greenberg, and J. Santos

14. Urgent Non-Agenda Items (Action Items must meet Gov. Code Section 54954.2)

ANNOUNCEMENTS

- a. Next GQA Board of Directors Meeting | Wednesday, January 29, 20 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

MEETING ADJOURNMENT - 6:15PM