



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Friday, May 8, 2020 | 1:00 PM
Zoom Meeting
San Diego, CA

Present Board Members	Absent Board Members	GQA Staff
Cindy Blair Michael Georgopoulos Bruce Getz Josefine Jandinger Aron Langellier Laurel McFarlane Laurie Peters Pam Schwartz Jim Shaw Nathan Wing Carlos Stephen Sherman	Wayne Partello Jeffrey Burg Dania Duke Howard Greenberg Joe Santos	Michael Trimble Alma Ascencio David Perloff

- 1. Call to Order** – 1:11 p.m. –Directors Present
Pam Schwartz-
Michael Georgopoulos- Called to order zoom meeting
Laurel McFarlane-
Directors Present

Zoom

- 2. Cindy Blair:** asked Michael if he is going to talk about the slow street.
- 3. Michael shared screen for initial Board of Directors presentation.**
- 4. Consent of approved March 4, 2020 minutes:** Michael Georgopoulos motioned to approve minutes and Laurie Peters seconds, all in favor, motion passed.
- 5. Gaslamp BID update: Presentation done by Michael Trimble**
- 6. Status of assessments:** The status of the assessments have been impacted, the city has eliminated the BID C starting on April 1st, we will have less funds in April, May, and June. We received \$5,000 dollars bump from the Economic Development department to offset those assessments. Submitted the invoice to the City and should receive the check soon. In July we will come back at least with 70% at some level to start the new fiscal year.
- 7. Status of City Fees and Services:** How we get reimbursed for special events, that was a 90% reimbursement, and that has been eliminated, and not sure when is coming back. Is a small hit for the association and business. We just have to analyze what does the events such as: Pet Parade, The Gala, and Gaslamp Hoops does for us.



8. **Status of SBEP and Technical service grant:** Have not been impacted at all. This how we offset rent, bookkeeping, and how we are able to upgrade technical necessities. We have been able to offset with this grant.
9. **Status of Contract:** Good news, the contract has not been affected, and will be approve by F121, the city reviews audits, contract, extensive review with Michael, the status of the contract and grant will not change.
10. **Status of changes from City/County:** New changes are the forms for re-opening and any large update sent by Michael Trimble. New update the Gaslamp Promenade has been approved and its an official project, the \$5 million project is approved to utilize for project.
11. **Slow Streets Review:** Came in last minute by District 3. Gaslamp can be a slow street, there will be a second round and we may be in the running and see what we would like to utilize. First option eliminates one side of the street. Second option eliminates parking and second lane. Third option close some streets for 12 hours. ABC issues includes closing the sidewalk, talked to Todd Gloria's office to fix the ABC issue. Analyze what option works better for the businesses. **Michael Georgopoulos:** I support to close street or reducing street, make a patio on parking lane. In favor of closing the street and put patio, and restaurants being able to set up in the streets. **Aron Langellier:** in favor of the closing the street activation. **Michel Trimble:** this our opportunity for the City to support us, and merchants support, we can lobby to have our voices heard in the Mayor office, and District 3. **Cindy Blair:** We need more business open, asking the time frame of the slow streets program. **Michael Georgopoulos:** We are able to open for dine-in in the end of phase 2. In addition, can be serve alcohol in the patio. **Aron Langellier:** I don't know its going to work for fifth avenue if we semi-close streets. **Cindy Blair:** We need to at least have an open lane, so people get used to the new option. **Nate:** patio on the streets is a good option. would. **Pam:** not support the slow street, we do not need space to walk. Gaslamp street is empty, and not supported. We won't be able to activate it; we don't know how many restaurants and bars will be able to reopen. We don't have residential community. **Josephine:** I would agree with Pam we don't know what businesses are going to do. Its is homeless town right now. I would like to get more information. **Stephen:** this activation would not be positive impact, the homeless. **Bruce:** he is for it; activity pushes the bad activity we don't want. **Jim:** Nobody know what activation is going to look like, there is not blueprint, agree with Pam not a good idea. **Carlos:** Pam has some valid points, there is so much uncertainty. 50/50 in the activation. **Laurie Peters:** It's very hard to approved on, if there is no specific to it, is this an avenue more the Promenade, as proposed, but does not see it in 5th Avenue. **Jim and Pam:** The City will not do something cool for this activation. **Laurie:** We don't want to see what happened on 6th avenue on 5th Avenue.
12. **Review questions for Townhall with Todd Gloria and special guests:** Address the ABC issues in townhall meeting. Slow Street Questions to Todd Gloria and Chris. It's a good way to reach merchants and rally support.

13. Social Media Recap: Alma Ascencio

Alma:

For our Gaslamp Quarter, we want our audience to react, comment, share, save and like post. The strategy that I am using is to Entertain, Inform, and educate. Make GQ content the contextual to that platform. The goals for GQA social media are to foster and focus on community, create a bond with our audience, have



authenticity valuable content, and clear to action. **For Instagram:** Instagram and Facebook posts and stories: I MADE CONTENT "CONTEXTUAL" Producing and publishing content that's built *for the* platform.

- Each post has an intent to entertain, inform, surprise or delight.
- Foster a sense of community, strength, hope, and resilience.
- Using the pathos strategy- evoke a reaction, engagement in posts (a conversation within the audience.)

For these 3 months: Creating stories and posts that evoke a reaction.

The content and context of the posts and stories are a mix of entertainment, information, and education.

- I have created a total 813 stories for Instagram and Facebook.
- 1,082,604 stories views (reach) in total.
- Stories feature: Merchants (promoting open restaurants, specials, etc.)

- Gaslamp home games(word search, where in Gaslamp? Find the differences, etc.)
- Distribute city, state, and federal resources. See link: linktr.ee/galsampquarter
- Promote Gaslamp virtual happy hour, merchant's altruism during COVID-19 (Go-fund pages for first responders, free meals, etc.)
- Working with influencers by featuring their Gaslamp content and they re-post content on their pages thus Gaslamp gets double exposure and reaches new (niche) audiences.
- Created highlights to maintain entertainment and information present to our audience.
- Constantly updating information in highlights and website link:<https://linktr.ee/gaslampquarter>
- Continue to work with merchants, communicating daily, supporting their offers, their initiatives, when a new merchant opens for takeout, I give them a special feature story: highlight their information, specials, etc.
- **Facebook:** I have posted on the feed and stories.
- Posts that I have created and scheduled have received good feedback, likes, and engagement.
- GQ Facebook posts are getting great
- Reach
- Impressions
- Engagement
- And doing better compared to other pages like Little Italy.

- **Twitter:** I have been posting more than once a day and communicating with our audience.
- I have been doing polls, questions, and GIF's shares with our audience.
- I have seen a rise in twitter usage and interaction: more likes, re-posts, and followers.

Josephine: She has a good understanding of social media, doing a great job.

14. The Heart of Gaslamp: David



The Heart of Gaslamp Campaign is when Gaslamp opens, welcome the consumer back, feel safe. Help San Diegans fall in love with Gaslamp, keep customers safe, improve perception, awareness of Gaslamp

The concept: tell the truth: Gaslamp is the heart of the city. The heart of the action. We have always been the heart of the city. The heart of the city pledge, helps consumers feel safe, commit our businesses to push the safety guidelines, and our own protocols. Also knowing that people behind the businesses are keeping the consumer safe. Commitment to cleanliness, and clean team. Gaslamp employees wear Heart of the City aprons, sanitize the neighbor's patio. We are working together, we are one heart, and making an impact. Also create a video: Gaslamp employees at work wearing masks and making the pledge. Showcase businesses and local heroes. TV commercials, and heart stickers placed in venues to display the heart of San Diego pledge, this is a safe and clean environment. The message is heart of the San Diego. The heart of the city is localizing, we will put the message on media. Start involving merchants use social distancing meets social media with crucial spots throughout the neighborhood. Rotating attractions intrigue consumers. All pledged businesses can participate. There will be some apparel of the Heart of the City, such as hand sanitizer, masks, a bacon of cleanliness. Heart of the City Day, we can work with the city to happen each year. Also, heartfelt happy hour, social distant to bring people. In the future is Art of the BEAT. The campaign success will measure according to impressions, clicks, and collaborative outreach with merchants, it can be a successful campaign. Excited for the production team of the campaign.

Michael Georgopoulos: the heart-felt salute is going to be used in our restaurants, as the new normal continues.

Josephine: is good to have a cohesive plan, why the heart of the city, not the heart of San Diego?

David: there is no reason, we can make the changes.

Michael: Great job David, and its supported by the parking grant.

Pam: We can do signs, to promote Gaslamp is open.

David: We are working on photo shoot that everyone can participate.

Timeframe: two weeks too early to open.

Right now open restaurants for takeout, and delivery.

Shout -house, not planning to open. Two weeks not realistic.

MEETING ADJOURNMENT -

Michael Georgopoulos adjourn zoom meeting: 1hr 38 minutes.