



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, October 28, 2020 | 3:30 PM  
Zoom Meeting  
San Diego, CA

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

1. **Call to Order –D. Duke 3:35 PM** Directors Present

2. **Liaison Reports**

**B.Bailey:** Councilmember Ward District 3

Working closely with City Council to pass the “no ride” zone for scooters on 5<sup>th</sup> Ave by end of the year 2020

Complaints continue from Trailer Park After Dark regarding noncompliance to the most current health order.

**M. Woods:** Community Liaison, San Diego Police Department

Reports multiple issue in the Gaslamp during the month of September, 2 shootings and multiple arrests for breaking and entering.

Update from the protests downtown looks as though we are going to have a large protest/demonstration at 4<sup>th</sup> and Island Saturday, October 31<sup>st</sup> at 6:30 PM We will have larger street presence that night due to the Halloween holiday.

**D.Clem,** San Diego Police Department, Vice Unit



October 10<sup>th</sup> Health Order is still in effect, it is discouraged to gather with more than 3 families while hosting house gatherings.

Question: S,Arjmand: What is time for last call for service.

Answer: D Clem: 10:00 PM

**Alonso Vivas**, Executive Director, Downtown Clean and Safe

Monthly meeting to walk the district will be the second Wednesday of each month.

**R:Luna**: Executive Director, Gaslamp Quarter Historical Foundation

Virtual Fall back November 1<sup>st</sup> including a scavenger hunt in the Gaslamp Quarter. Virtual haunted house starting 11:00 AM looking for sponsors to help the event during this challenging time.

### **3. Fifth Avenue Landing Project PMPU presentation 15 minutes – (Action requested)**

Daniel Reeves – Juniper Strategic Group

Lesley Nishihira, Port Planning Director

Jason Griffen, VP of Planning and Government Relations.

**Updated presentation Port Master Plan Update (PMPU)**

***What was proposed in the Discussion Draft?***

***North Embarcadero Subdistrict***

Potential increase in hotel rooms, retail and

meeting space (e.g., at Wyndham and

1220 Pacific Highway sites)

Increased water mobility

Introduce mobility hubs at Grape Street and

1220 Pacific Highway

Protect commercial fishing uses at foot of

Grape Street

Convert Navy Pier into a Navy Pier park

Harbor Drive reconfiguration with Bayfront Circulator

Increase public space west of Harbor Drive

***Benefits of Proposed PMPU – North Embarcadero***

***New amenities such as shopping and dining for the Downtown community***

Reduced development intensity will help ensure porosity to provide easy access

to the waterfront from Downtown through:

Setback requirements

Stepback requirements

Continuation of street grid

***Reduced number of hotel rooms to:***

Ensure appropriate development scale to transition from Downtown to the water

Help balance tourism-serving and community-serving elements

***New development will:***

Provide pedestrian-level activations

Bring people and vibrancy to Downtown and help small businesses flourish

***Mobility hubs and alternative modes of transportation to:***

Reduce burden on street parking within Downtown

Help bring more people to the area to shop, dine and play

***Investment in well-designed, activated open space along the waterfront will:***

Further define Downtown as a bayfront urban center



Provide a world-class amenity within walking distance for Downtown residents, workers and visitors. Anticipated 4-week public review period: October 20 – November 17, 2020 Click “Sign Up” at Port home page: [www.portofsandiego.org](http://www.portofsandiego.org)

- Check “*Integrated Planning/Port Master Plan Update*” box on form

Question: J. Shaw, this proposed circulator concept will it include a stop at the Gaslamp Quarter at 5<sup>th</sup> and Market? If not, why. I feel this project will be a detriment to the Gaslamp Quarter pulling business away from our neighborhood and pushing it down to the port. I will not be in favor without working out the details of the stops for the port circulator program.

L: Nishira: We will most certainly address those issues before moving forward with the circulator portion of the project.

D: Reeves: Requests a letter of support from the GQA Board of Directors for the updated PMPU

No motion was made due to further discussion needed.

#### **Consent Agenda – (Action)**

4. Minutes from GQA Board of Directors Meeting September 30<sup>th</sup>, 2020

Motion: M Georgopoulos, Laurie (seconds) Motion passes 17-0

5. **Financial Update: J. Shaw –(action)**

Review of the following financials for the remainder of FY21 and the actuals from the end of FY20 and the projected cuts to balance the budget.

Documents that were reviewed in detail by J.Shaw are as follows:

- GQA AR Analysis 10/20/20
- GQA AR as Adjusted 10/23/20
- GQA Budget vs. Actual 9/30/20
- GQA Cash Recpts. and Disb. 07/01/20 – 09/30/20
- GQA Cash Recpt. Disb, 07/01/20 – 10/22/20
- GQA Revised budget 06/30/21
- GQA Selected Accounts 09/30/20 – 06/30/20
- GQA Selected Accounts 10/22/20

Questions listed below:

- Health Insurance
- Office Equipment monthly rental
- Office Rent
- Postage move to digital when communication to membership (Requirement to mail certain items to membership per the City of San Diego BID contract.) Gala mailing reduction for future events.
- Cutting phone lines
- Reduction of Salaries and Commissions (request for salaries and commission to be broken out)
- BID Assessments

#### **Motion to approve temporary GQA budget FY21 J, Shaw**

Additional comments to be added. J, Berg: Requests a re-analysis with further cuts to be made and reviewed at the Finance Committee prior to being reviewed at the next Executive Board meeting on December 2<sup>nd</sup> 4:00 PM

2<sup>nd</sup>: J. Berg

**Opposed: P.Schwartz**

**Motion passes 14-1 opposed 2 abstentions L.McFarlane dropped off the call and did not vote.**



## **6. FY21 Gaslamp Quarter Strategic plan – (action)**

**M.Trimble:** To review the GQA Strategic Plan for FY21

### **Plan**

1. Keep Curbside alive in 2021
2. Reallocation of FY21 parking revenue to fund Curbside 2021
3. Permanent closure of Fifth Ave. 2021 (Mayoral action)
4. Keeping Parklets permanent
5. Utilize \$1.5M from CIP budget for bollards
6. Utilize \$1.5M from DIF budget for bollards
7. Installation of permanent bollards on Fifth Ave.
8. Rerouting of MTS bus line
9. Develop Gaslamp operational protocols for Fifth Ave. closure
10. Clean and Safe integration to Fifth Ave. closure plan
11. Gaslamp Promenade strategy once Fifth Ave. is closed

### **Protect**

1. Eliminate curfew for restaurant operations
2. Ban illegal food vending in Gaslamp Quarter
3. Geofence Fifth Ave. to restrict scooters
4. Implement Paid Parking on Sunday
5. Acquire missing LOAs for the neighborhood
6. Convert Fourth Ave. to diagonal parking
7. Pay and Display for all Gaslamp
8. Gaslamp Beautification projects
9. SDG&E problematic vaults

### **Promote**

1. GQA Marketing and Advertising Gaslamp.org  
Media kit Merchant-empowerment one-sheet COVID-19 marketing strategy Map of Gaslamp
2. Parking program Media strategy, planning ACE's \$8 parking program  
Parking Perks  
Incorporate parking lots/ACE into Heart campaign
3. Restaurant-support initiatives  
Loyalty program for locals  
GQA-sanctioned virtual events — Steak Week, Dessert Night, Venture Fourth
4. Retail-support initiatives  
Gaslamp Gift Guide holiday-shopping promotion  
Small Business Saturday
5. Special Events  
Taste of Gaslamp, Gaslamp Gala, Gaslamp Holiday Pet Parade  
Gaslamp Golf Tournament, Gaslamp Hoops Madness  
Holiday Décor — \$6,500 for garland/bows; X-Mas tree
6. Social Media  
Instagram, Facebook, Twitter and Tik Tok  
Continue promoting Curbside Gaslamp and parklets.  
Promote 2021 Gaslamp events, work with micro-influencers  
Gaslamp business takeovers and social media features.  
Fourth avenue social media campaign.



Create content for Park It On Market and 6th & K Parade parking Facebook pages.

YouTube

Curated Gaslamp series.

Monetize YouTube channel.

Pinterest

Gaslamp Quarter visual presence.

Distribute content, drive website traffic, and showcase businesses.

**Motion: M. Georgopoulos to approve Gaslamp Quarter Association Strategic Plan FY21**

**2<sup>nd</sup>: P. Schwartz**

**15-0 with 2 abstentions S.Arjmand and L.McFarlane not present on the call at that time.**

**Motion carries.**

**7. Holiday Decor** - \$6,600 for 81 bows and garland to be hung and removed for holidays in the Gaslamp Quarter 2020– (action)

**Motion: A. Langelier to approve the \$6600 fee to hang and remove the Gaslamp Holiday Banners for 2020**

Question: J.Shaw can we find someone to underwrite this cost such as the DSDP

Answer: M. Trimble I will investigate this we might have room in the Placemaking budget.

Question: J.Shaw, what about SDGE getting them to pay for the décor.

2<sup>nd</sup>: C. Blair

Motion carries 15-0

**8. Request for Sponsorship** – GQHF Levels Festival Sponsor \$500, or Friends of the Festival \$250 –(action)

**Motion: Schwartz, To approve \$500 for sponsorship for the Virtual Fallback Festival 2020**

**2<sup>nd</sup> A. Langelier**

**Motion carries 11-3 abstentions. S.Parekh, J. Jardinger and L. McFarlane**

**9. Port Master Plan Update request for support. (action)**

**Question: J.Shaw**, the PMPU circulator is a bad plan for the Gaslamp Quarter. I am afraid if we endorse, we will be pulling business away from Gaslamp business.

Question S.Parekh, its better to approve with conditions to have a seat at the table then to not approve and have the Port do whatever they want.

D.Duke in agreement. Lets advise M.Trimble to draft a letter with the conditional support of the PMPU with conditions to analyze the circulator plan and work out the logistics so it becomes a positive project for all of downtown and the Gaslamp Quarter. Please write the letter and sent to D.Duke and S.Parekh for review prior to sending.

**10. Adjournment:** D.Duke 6:37 PM next GQA meeting will be December 9, 2020 3:30 PM

