



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, June 30th, 2021 | 4:00 PM
Zoom Meeting
San Diego, CA

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

1. **Call to Order** – Directors Present
Dania Duke

2. **Minutes approved by: Executive Board- All in favor Pam, Dania...(seconds)**

Michael Trimble: My name is Michael Trimble; I am the executive director of the Gaslamp Quarter Association and I'm going to turn it over to our chair Dania Duke to get our meeting started.

Dania Duke: Good afternoon, welcome everyone. It's great to see so many people from our community and our business owners, members liaisons. Thank you to our Police Department for being here. We appreciate everything you do every day and to talk to you about today. It's all blue sky hopefully from here. We're working very diligently to work on many new promotions in the Gaslamp. As well, we have a great report coming through from Margie from the San Diego Tourism Authority. As well, thank you to our business leaders, and dignitaries for being here today. As well, representing council member Stephen Whitburn office and other speakers today. The exciting thing that was just announced, this last week is the holiday bowl which will be a downtown home for several years to come. We're excited to have the redcoats here today thank you, Mark.

Michael Trimble: Thank you very much, thank you Dania. We're excited to do a board meeting like this, our last board meeting of the fiscal year. It's an opportunity to invite everyone, to share everything that we have to offer in the Gaslamp. I'm going to call this meeting to order and ask if there is any non-agenda public comment if anyone has anything they'd like to say, this is the time. Ok, our first liaison report, we have a number of liaisons we're going to be presenting, updates from the city, and from the Police Department. I would like to



introduce Mark Neville; he is the executive director of the Holiday Bowl. He's going to give us an update about the great Holiday Bowl coming downtown.

Mark Neville: A little background on who we are and why we do what we do. We were started back in 1978 and our effort is a nonprofit. Our mission is to generate tourism exposure and economic impact in the San Diego region. We have generated \$977 million and economic impact in fact over the course of the last ten years on average about \$31 million in economic impact 28,000 and perhaps most significant. The exciting announcement, yes, we're very excited to have announced last week that the SDCCU holiday bowl's new home is inside Petco Park and this partnership now means that we have with the Padres is that this economic impact is exposure everything that we bring into the city is going to continue indefinitely and I think now with this partnership also using the experience that bold used to provide our fans or out of town visitors is going to be amazing. Number one with power 5 conference football another first time we also are going to be doing five conference matchups. Also, with three game at halftime shows and the marching bands, the world class venue, of course and then doing it down here in your own backyard and being able to capitalize on everything that's going to happen here in the Gaslamp Quarter downtown. All week events that we're going to be doing in fantastic parades downtown a lot of our fans are going to stay downtown I mean this when I say this is 44 bowl games that are out there, I don't think there's any question that the best fan experience will be right here. Nearly 1000 volunteers really do look forward to working with you all and with the excitement. I mean 30 years have been at the Holiday Bowl have never been this excited about what we're doing and what's going to be happening. Thank you for giving us the time.

Michael Trimble: We look forward to working directly with you. I like to introduce Lieutenant Dan from the San Diego Police Department to give us an update.

Lieutenant Dan: Starting tomorrow the team of 1 Sergeant and three officers working overtime in here. I'm going to help them out tomorrow. We have additional in Gaslamp, starting July 10th, around 6 officers. I know before that since COVID started restrictions that jail input on our ability to book people and so you can see this call and assigning people. July 2nd, this Friday they're opening up the jail to all our free COVID abilities. Thursday through Saturday after shift change, they're going to expand it out we want to get these new guys in the new Sergeant acclimated to the team how we operate but after shift change will be in September, we're looking at how the bike team covers Sundays as well as every other Monday because we work 12 hour shift. Any questions?

Mikey G: For the bike team, what are the shifts?

Lieutenant Dan: Thursday to Saturday, and 12-hour shift. I'll be here afterwards for anybody.

Michael Trimble: Thank you guys, thank you. I'd like to introduce from Senator Toni Atkins office district, our representative Jason Weisz

Jason Weisz: The big news at the state is we just passed a state budget baby increases investment in education fighting climate change. I think relevant to business owners in increase billion and a half dollars to the California small business relief grant, so if you submitted your application for that grant already you'll automatically rolled over into the next rounds. If you haven't submitted in applications before that current yet, it's not too late to do so once the opportunity opens up more information will be available on their website. I ask everyone to please go get your vaccines if you're eligible. The Centers for Disease control just came out today saying Pfizer vaccine really does protect against all the variants. The reason why we're meeting today, and it really mitigate some problems with COVID-19 as always please feel free to reach out to our office, but if you need help but any state agency. I want to make sure that you have always check with the San Diego small business development centers to see what kind of financial support is available to you. Again, feel free to reach out to our office. The



issues were having right now with the fire department in the state of fire codes regarding our parklets. I know that I asked for help from senator Atkins where are we at with that with the governor and looking into assisting for a modification such that it would have to be in new executive order from the governor's office. I don't have a final determination on that I think that the governor's office is taking a look at it and seeing that it is the guard leading local issue, so I think that city of San Diego's looking into it. We want to make sure public safety. I don't have a final answer on that yet but as soon as I find out.

Mikey G: Can you also find out what happened in the last three or four months since they put out the design guidelines came out earlier this summer we followed them, built the patios and the design guidelines change that wasn't a state issue design.

Jason Weisz: We have to check with the city of San Diego. I don't think much is changed in terms of safety, same safety concerns.

Michael Trimble: We are frustrated, we built based on what we were told to do by the city and now we're being told I guess by the state to take them down, so that's the issue, the disconnect between state fire code and local fire code and city in the state. We really need help because everyone spent a lot of money on these parklets through 2022, the end of July. It been a frustration with our merchants.

Jason Weisz: We have to go check with the city about the guidance. I know local government, local regions they have different needs in north in California you can have a minimum take into account add the weight of snow on your roof tops obviously not a need here in San Diego so that's flexibility that schedules people number...

Michael Trimble: Well, if you could help us with the state fire code in the state fire Marshall that that's really where I believe is that's where the regulations are coming down. So, we might need to work together to figure out how that would work.

Mikey G: Is the hot dog gate be a state issue? We have these illegal hot dog vendors in the Gaslamp, it started out there was four then there was eight, and now there's thirty. They don't have health permits. We restaurant operators, we understand basic health and safety requirements, and they're not following the rules. No hand washing stations, there's not a whole lot of sanitation going on. They're leaving a mess not to mention there showing up during the busy time for two hours taking business from people.

Jason: OK, there was a state law that gave/ allow street vending and then gave the flexibility to local government align exactly what that would look like. I know that the city has been working on this issue for a while trying to figure out exactly you know how we can fashion maintaining that we have some flexibility allowing some street vendors that we all know and love and have utilized. There are still some tools at hand, that we have and people selling food that do not have a food handlers license that is clearly illegal. I will happy connect with our county partners to see what can be done.

Mikey G: We spoke to Fletcher in our meeting last month. I'm just looking at PD cause the laugh about this, but they're afraid to come out at night and site because they're afraid to be harassed and threatened.

Jason: that is something that the government is still figuring out, and how to get ahold of the handle on that issue, county partners in public health. You know they're underfunded right now right in the state budget there is \$300 million being dedicated to them to each of these accounting department. I think that would be going through some of them, some of that money to rein in these hot dog vendors.



Mikey G: But it seems to be everyone's hiding under the veil of this state or state ordinance or whatever I don't recall it so that's our issue right that's all we're directed to you 'cause that came down from the state. Now that seems to be the excuse, I guess there's another one here today.

Dania Duke: We sent letters directly to the senator. It's been ongoing now for many years, but it's really escalated in the last six months we need some sort of support on the local level so with us engaged at the local level here with us. We have we've exhausted our local options here that's how we feel thank you thank you.

Michael Trimble: I introduce chief of staff for Stephen Whitburn office District 3, welcome Jesus Cardenas

Jesus Cardenas: Just got elected six months ago. I can get right into this.

Unison: yes, yes, please.

Jesus Cardenas: We were working tirelessly in the mayor's office and trying to address this issue you have a big, big concern right which is to make sure these vendors are not criminalized and at the same time offered the regulations. Creating that balance with the council and presenting those options. I been working with Michael and have been in contact at least once a week. On putting the regulation together that the city needs to provide. There was an ordinance that was presented that they failed to make it last year. The problem that we have that list you created all these restrictions right, it made it almost impossible to make it so that when you affect one vendor in downtown, you're affecting all vendors, so we have a challenge to make sure that we bring all that one of the ideas that we're presenting in front of counsel and hopefully truly while working with us on this.

If we want to create opportunity zones for this folk to operate. Some of the conversations with Michael little more supportive of that that way we can restrict some of the areas in there without being in the street anymore right obviously propane almost little details that are not little but their big issue. There's another aspect of this compliance how to make sure these people get through that is a piece that we're still working on right now and I know Michael is asking is like give me the whole thing let's dig into it. We need the support, the help to get the hold of this little pieces together. I think that the mayor's office and District 2 who's Doctor Jen Campbell having working with us to try and find the solutions. Finally sort the fees are going to be because the state law.

Separate for example food vending from merchandise right we don't need you know people selling stuff like the merchandising takes more space how much space they can take so those are all the things that we're working on right now. To try to develop and I want to give you. I know we wanted to see this before the summer I know this is a really hard one. We've been working really hard to try to push it forward and get the 9 council members. We're addressing it and we are hoping that will have something for you best as soon as possible literally just drafted the first revisions for putting it forward and will have your input however you guys want to come over and work with us and share some of your information. I'll be more than happy to and sharing the ordinance. We're trying to achieve want to create opportunities for them we're not here to criminalize folks that are trying to create opportunities for them and that's what we are about we allocated the mayor's office allocated some the budget workers some funding for this specific issue to be able to implement code enforcement.

Mikey G: I'm just confused on one thing so right now. The state law doesn't supersede local public health ordinance right. So, they have to follow the normal public health that normal county health rules, right?



Jesus Cardenas: You're right, unfortunately with the counties that you still need a compliance so even though somebody may not be in compliance we still need and enforcement, so we need to be able to develop through the city of enforcement and then work with the county to get some funding for them. So, you're absolutely right there's still some health concerns with the way their operating but that's why will be create regulation that creates opportunity and that's the way that we want to work with.

I want to create opportunity for that, I'll tell you what my issue was and where I am personally from is south county. This is my everyday life; my issue was when I went to a target and the lady came up to me in the street vendor and said to me, I really need to get my commission can you buy something, so I asked who owns your cart.

There are bigger issues of abuse in the workplace with his folks some of these folks are not they're just being given apart to work so that's a big concern so there's more than just they are exploding workers and want to make sure that workers are protected there's a lot of other issues that are happening in the industry. I mean I heard in OB there was a truck that came in and dumped parts to folks.

Unison: that's what's happening here.

Jesus Cardenas: I think what the issue is how many permits are going to be allowed for corporations for example you know everybody here wants to help the one individual that is trying to move ahead I'm sure that we are in the same page. Create grant opportunity, this helps them build their business not criminalized folks, not abused workers, which is I think what the issue is and so as you see I mean I'm assuming. I'll talk to the mayor's office and everybody you're going to see movement quickly on this issue. Restaurant Association has been extremely on top in this a lot of the folks, I understand Balboa is been working with us with options that were presented to significant, turning opportunity zones for this folk. We're working with you guys ideas and hopefully will have a draft for you guys as soon as possible. I promise you today, I know you want it today. I promise you I will give you something soon. There's only two or three agencies department within the city that can actually give misdemeanors or enforcement right, so we're trying to actually identify what will be the agent that will go out. We need to figure those out that piece of work. The question and the state do also limit of how much we can do in compliance, so we need to make sure that we're doing makes sense with elevated fees, fee structure that I just...

Mikey G: I guess my point is, although this seems like a bigger issue, I know you're getting into exploited workers and all that I agree all important things. Every day that goes by, the problem is growing larger and larger exponentially. I'm not sure how much more we can communicate. I know it sounds like you're hearing from Michael and again and I'm making sure everyone here, the problem is growing, exponentially by the day so the longer you take, and it seems to me that you're missing easy simple opportunities right now without criminalizing anybody. There are simple rules that are being broken right now you can say county as in health. There's no one paying taxes, no one paying their workers a minimum wage that is a multiple of things that you can attack right now at the city level rather than waiting for this larger grander plan.

Jesus Cardenas: I mean this larger plan is what is in the works now to be submitted this year and getting it done within the next three months.

Mikey G: this is something that's been going on any idea how this problem is going to be in three months 100 vendors out there.

Aaron L: How long will take to close your restaurant, it would take 10 minutes

Mikey G: It would take 10 minutes to close me down.



Stephen: The scooter situation, they impounded the scooter, so why would the city or the county look at just starting to impound these things, these are safety hazards are nuisances these are hazards. It's taking much longer to address a safety issue.

Michael Trimble: To your point Steve, also these individuals don't even have a permit at all. There's a vendor who has a permit and then the majority have no permits, so that there's an imbalance there. And the other thing we need to think about as well is that we do have municipal code on the books right now that makes it illegal to do any vending street vending in the Gaslamp Quarter, as the planned district ordinance just that's already on the books but again it's also impression this is the tourism hub of downtown is the first impression that our tourists are conventioners see. It's really important that you see how upset people are and we just need your support and thank you for that but we just need to see how we can move this along.

Jesus Cardenas: I understand how critical that is question. First there is a state law that prevents us from being able to do those things, so the state law does not allow to just go impound these carts.

Gaslamp business owner: how can the city and state laws shut down legitimate business. Let's take some action.

Jesus Cardenas: Again, the city cannot enforce when there's no regulation, we're creating it and that's what we're working on.

Wayne: On our next event we can have propane anywhere?

Mikey G: I asked earlier was does SP96 supersede San Diego County health codes requirements

Jesus Cardenas: We're trying to get it done a sooner and there's committees, there's commitments and all this stuff we need to just letting you know we to create the regulation, so that regulation now can be in place in the compliance aspect in helping. Right now, the strongest for what it is right now based on the state law, there is no mechanism to enforce because there's no regulation.

Laurel McFarlane: But isn't there fire code on the book that's a state regulation? I would just start to get worried that there's all these exceptions some event persons going to get really smart and say why are you regulating me like this and not regulating that. I know 100% cause I get the fire code is regulated by the state is not regulated by county. There's a whole thing you get every time you do an event from the fire department.

Jesus Cardenas: Right now, our job is all those regulations you are talking about the state law does not allow you to go in unless there's something in the books in the city complaints. In the complaint's aspects. That's what we are working on.

Laurel McFarlane: So next time the fire department says to me you have to put your propane away; I don't have to...

Jesus Cardenas: If that is your position. If you are a street vendor there is no compliance, we are building the compliance as we speak right now. That is what we are trying to do.

Michael Trimble: So, Jesus, the simple thing is that the rules are already in place need to go into this new regulation. Permits, all those things.



Jesus: Were you able to see the previous ordinance?

Michael Trimble: Yes, and it also precluded any street vending in the Gaslamp Quarter and in Balboa Park, and certain historic areas.

Jesus Cardenas: Were grabbing that formula and the main changes that we have expressed for everybody is that instead of precluding we're including areas. Where they're going to be able in that will see the city attorney and the staff wants to do that's the only major change that you're going to see.

Laurel McFarlane: I know you guys talk about getting people to come down and to the code enforcement. They start working from 8:00 p.m. to 3:00 AM. Code enforcement in the middle of the day does not help us.

Jesus Cardenas: That is valuable, so we will add to our point. As we are drafting this is the inputs we need. To be available at those times.

Laurel McFarlane: Balboa park is different; people visit during the day.

Jesus Cardenas: I think the old ordinance address some of timing. This process, I understand it's frustrating and we're frustrated as well of trying to leave it as quick as possible. We have to respect the fact that we have many state holders in this issue, and we have to respect the fact that everything that is being created, it also impacts other areas. We just added the grease issue. I want to make sure that we are clear is that as we move forward is that we need to regulate it, and at the same time everything that is put in the books affects the whole city, but we have eight other council members now. We are your biggest champions here, and we're the ones trying to put it together and then follow up with the mayor's office get a survey. I don't want to get into how much we have been doing to get it done. Then Michael you know about that. I understand it's frustrating.

Laurel McFarlane: I know and then it's tough too because we open the roads, and they stay in the middle of the roads and so then the public thinks the road is closed because all these vendors are there.

Jesus Cardenas: The only big change is the particulars; the point is to change opportunity. If we allow them to operate in a place that gets them not operate as they are doing right now. We have to be able to communicate it in helping, provide help there's some folks that are bad operators like in everything in a lot of them...

Michael Trimble: Jesus, I am going to take you from the hot set right now. Also, you know PD is our ultimate fall back to help support the laws. The ability to either move them along. I didn't say arrest them, we didn't say anything like that, but really, it's certain areas just can't have vending, so I just encourage you implore you please you know where it's been since literally 2019 Comic Con that's when it started to blow up and gotten his worse and worse every day.

Jesus Cardenas: We are trying to fix the compliance aspect, there is an issue with whether it's going to be PD, they are discussing as we talk. I know the Rangers is an opportunity to work and exploring.

Comment from the audience: The whole problem is that since 2018 state passed the law allowing street vending with nearly no regulation and said to the cities and counties now you have to decide but the proper health and safety issues cover. It sounds like San Diego city and county basically did nothing since 2018 and that's why because there are no regulations for street vending.

Comment from audience: we should focus on how to drive traffic to Gaslamp, instead of focusing on the hot dog worker.



Wayne: We can drive as much traffic, but if someone get sick from the hot dogs that's also the issue.

Laurel McFarlane: Also, the cleaning issue. We've been working really hard.

Jesus Cardenas: The first thing we've been getting to try to put together and there's just a lot that we're trying to put together, and the county doesn't have much as much as the city. It has to be a city ordinance.

Sara A: So, the issue is human rights, protecting them, and you are worried how are they getting paid and getting their commission. But when you are in the Gaslamp the rent is \$30,000 to \$40,000, who's protecting us? We have grants, we have PPP loans and now what. And it comes to the point who pays taxes, who pays your salary... we do. Are the hot dog stands really paying that, I don't think so? If we can get rid of the governor, but we can't we get rid of them. If we all petition and appeal,

Jesus Cardenas: I think you can. You have the right to organize. But I will say one thing there are 9 districts in San Diego.

Sara A: lets worry about Gaslamp.

Jesus Cardenas: That's the issue, I cannot only worry about Gaslamp because the decisions that city makes impacts everybody.

Sara A: Then Gaslamp can take care of itself. If we come together, we will petition, we don't want them, and we will get them out of here.

Jesus Cardenas: You have the right to organize and do whatever you want to present.

Michael Trimble: We need to wrap this up. Thank you everyone for their passionate display of emotion. This is every districts' problem. I implore you and its council members to work together to come to agreement as soon as possible. Thank you. Now we're going to introduce from the Mayor's department Cody.

Cody: Good evening everyone. I'm in district 3 community rep for Mayor Todd Gloria. Last week the San Diego City Council unanimously approved the budget 2022. The big focus here is back to work SD making sure that every single industry, every small business recovers from the pandemic. Some items small business relief. We have \$10 million in nonprofit and small business grants which had a match by the San Diego foundation of additional \$2 million. we have \$750,000 to expand and grow the small business. As well, as \$900,000 in discretionary grants for City Council members as well an additional million-dollar investment into connected careers workforce development. The other item is the homeless surge outreach service that started this past Monday, so this is a two phased approach it is an unprecedented collaboration between the city and the county is a big shoutout to supervisor Fletcher's office with helping us with that, so this is a two-phase approach. The first one started this past Monday, and it will run for the next 30 days this is a concentration of every single outreach worker that district currently has. Making contact with homeless individuals over and over again to the appropriate resources that they need the second phase about approached in the introduction of community harm reduction teams. These are the folks who are going to be making contact with the parties to reach populations currently right now and if you're homeless in San Diego and you are not sober or not on a pathway to being sober you have no place for you and shelter or any type of facility and so the folks that are on the streets in this past year tend to be the ones battling the worst addiction the worst undo common issues so the see teams are going to be making contact with those folks and introducing them to a system called safe haven beds these are similar to shelters but instances and areas where you can go and you can be you can't be battling mental health issues and you don't have to be on a pathway to recovery. So right now, they're out there currently on the ground day in day out for the next 30 days. That's all I have today, is there any questions?

it is this dialogue, this outreach, this organizing that really helps us get this across the finish line. The reason when our office was on this earlier, this year reason we got derailed was because of a coalition of pro vending



applicants. They sent a letter, called us and said that we're not going to have the votes at council to be able to move this forward that's why we basically handoff and council president's office. They've been great champions about moving this forward and educating folks that the vendors that we see in district three, district two are not necessarily the same vendors that been there for 20 years. These folks coming into the community taking this as taking taxes away without the necessary permits or the safeguards in place. I understand the urgency know how impactful it is to every single one of you guys, and I know how it impacts the community as well I just want to stress. The fact that yes, we're working with as much experience.

Howard: One thing for SB946's SB946 is not limited otherwise effective applique ability of the California retail food code, which imposes requirements and restrictions on sidewalk vendors selling certain types of food any ethical health and food safety standards imposed by the California retail food code will continue to apply when regulating sidewalk vending at local authority may take steps to encourage compliance with state food safety laws, including requiring a valid health permit, but if otherwise required by law before granting a local sidewalk vending permit.

Mikey G: That sounds like that's what we heard currently, and that's what we heard from Nathan Fletcher, just what we heard from county was we can't get anybody to work after six to go do it or whatever, so that's why we're asking state or now city. Can you guys step in and help the county enforce a law that is already on the books that we need help forcing instead of spending the next six months trying to rethink this whole thing. We went to Fletcher, he agreed they need to follow local county health laws, but they can't get anybody to come out in force, so we said fine will pay a security guard to walk with them and babysit them, so they can write their tickets. So, what can the mayor's office can can step in and help the county where they can't seem to enforce maybe that's the question this conversation. In the interim.

Dania Duke: they show up at 10:00 o'clock you can tell you exactly where they're going to be at what time.

Mikey G: they just need to be cited.

Michael Trimble: Thank you Cody, it looks we have question.

Audience question: Homeless issue in Gaslamp Quarter

Cody: It's doubled in the last year. One is shelter capacity as all of us had to do social distancing in our everyday lives' shelters had too as well, so they were severely limited that recently just changed. As well, shelters are back to full capacity, an additional 300 beds citywide. We're totally aware that this problem has gotten worse in the last year operations like operation shelter at home, where we could house first gave the resources so none of those folks ended up back on the street. We can create housing and the time they are in the shelter. Offer resources, I think that's why the investment in social workers into homeless outreach. Shelter capacity is going to be my answer for that one.

Howard: So why is the current mayor's position on the 20th and B, locations that work so well with the previous administration that allowed enforcement of the camping tent camping out of streets why is that being stonewalled.

Cody: Yea, I have to get back to that.

Sara A: Yes, I have helped various homeless drug addicts, and social workers are vital.

Aaron: Are we in scheduled to open the convention center?

Cody: Convention Center as you guys know is offering shelter home during the pandemic it became a shelter for unaccompanied migrant children. So that program wined down official end is July 15th. Currently there are 140 girls there, all these girls are connected to their families, or sponsors. Yes, we are on time.

Michael Trimble: Thank you for coming out, thank you very much. I do see Aaron Burgess from the county.



Aron Burgess: We have been collaborating to help with the parklet permits, and street vending. [hard to hear/understand]

Michael Trimble: Thank you. I don't see Alonzo here, but I do see Sean if you just want to wave and say hi. Thank you all are our liaisons. We have a special guest Margie from the Convention Center with some good news about the future.

Margie: I'm the lucky person that represents the city. As tourism ended so quickly, as we shut down June 15th seems like a lifetime ago. We're quickly open, I have some statistics on how well we're doing because we're shocked, we're not surprised as we are San Diego, but it is shocking how well we're doing. To give some stats on our occupancy of our hotels as a community. So as of the week of June 19th and we still continue this is growing fast fast county occupancy was 78.7% or city occupancy is 76% downtown it was 70% so that was just like warp speed to kind of getting back to normal occupancy the occupancies in the 80s were in the Mission Bay/ Point Loma. Here is the best part because were a little competitive with other cities. We are number three of the US destinations the only cities that are doing better than US right now, Oahu and Virginia Beach, not Chicago. San Diego is the focus of this pent-up demand people are just so excited to get out, so all the hotels were busy. Staffing is an issue for groups.

We have a leisure campaign, started in June it's called happiness is calling back. It's focusing on the drive market because people are still concerned about going on an airplane especially not having a direct flight. Summer is always strong in San Diego and it's going to be just as strong coming up right now, it's it's been terrific. My team handles the hotel meetings, we don't handle Convention Center that's another parallel team that we have at our organization. We can tell you about at the moment my team handles, we're drowning of leads coming in. Actually, having some problems finding space for a group meeting in the rest of '21 and '22 is tough, and what we're hearing all the time now is the customer says I want to hold that space and they don't book it it's gone. For 2023 is where we finally have some breathing room because the customers are so anxious to book '21 and '22 and get the programs that they buy their own bylaws path to be in San Diego. The Convention Center is being given back to the city. The Convention Center they're going through all the cleanliness. Our first group moves in on July 28th and it's photo optical instrumentation engineers. There're coming back they're anticipating full intent trade show vendors coming here. August to the end of this year there are 18 events with 273 thousand people in attendance, so that's a pretty good kick start for this year. Then '22 there are fifth and these are Calendar's usually operate on fiscal please pounders there's 54 groups next year 546 thousand attendees. Then on top of that in 2023 there's 44 already on the books and that's what we have, and that's 772 thousand room nights. Any questions?

Audience question: Is Comic Con coming back?

Margie: They're going to do it, produced programming November over Thanksgiving weekend so that's great, and they're back for the next couple years.

Mikey G: I know the weekends are super selling out everywhere but I'm surprised midweek is those numbers based on the actual right now?

Margie: I know Fridays, and Saturdays are crazy busy, but there's so much pent-up demand and now it's summer, so people could travel during the week so that's helping.

Mikey G: The second question was on your staffing issue is it because you can't hire or because you guys haven't had the budget to open up the positions?

Margie: Its really funds. When the hotels closed there was no money going to the TMD bank account, so we've been working on reserves. The reserve fund is what's helping us get through this right now. The TMD does get more money, and right now they're ahead of projections which is a good thing, so they will give us more



money. And we will be able to hire more staff. We have an open position right now on the citywide team and it's kind of amazing the lack of people wanting to interview for it and moving to San Diego cause it's so expensive. I'm retiring in December, but it's all good news and we are excited for all of your businesses.

Michael Trimble: Thank you!

Michael: We're going to move to consent agenda and if Dania can stay here because she makes us a quorum. I'm looking for a motion to approve the minutes May 26, 2021. I get emotion, Wayne is there a second is Mikey G, all in favor. The motion carries.

We're going to get into some highlights of what the association has been doing for the neighborhood and for the community over the past year. I put together like David Letterman's top ten list of accomplishments that my board and our staff has been working on and all our community members. Number one, it would be the Gaslamp promenade this is a phase two of our project for the Gaslamp promenade. One of the great highlights, we were able to raise \$3 million to do phase two and I'm going to do an overview of really where we are with the project little later in the presentation so Gaslamp prominent number one.

Number two curbside outdoor dining for all of 2021 and through July 2020, so this is really given the city and the community the ability to see what the promise. I would be like in the future really showing that this is something that the neighborhood is really embracing our neighbors are really embracing it and its really attraction for downtown San Diego. Also, the neighborhood parking program along with our association invested \$300,000 to make this happen so really so none of the merchants had to invest any money, the association paid for this entire project, so we really want to make sure that everyone knows that delivers a lot of money invested in that project. New lighting on G street Market Street in island avenue as you know over the past three years. We've been installing pole to pole lighting and we have it on 5th Ave we have enough 4th Ave, and now we're working our cross streets so now G market in island is all lit up and next fiscal year will be working on the remaining blocks from 4th to 6th so it's just a historic Gaslamp Quarter with those lights. We also as an association assisted merchants in acquiring parklet permits, our team worked very hard to assist each and every merchant that wanted a parklet permit to get them through the process with the city to make sure that we can expediate that process, so people could get back in business. The new normal campaign: New normal is now by now you have seen that on the streets on our banners an on curbside bike racks it's our new campaign to bring back the Gaslamp quarter to its glory pre-covid. We've also relaunched the artisan market for two days starting in February and that's happening on 5th Ave and that's been a a big opportunity for retail in the Gaslamp Quarter, also driving more people downtown during the brunch hours on the weekend. We've increased the power washing 2-3 extra days a week on 5th ave. and 4th and 6th that needed additional service and so working with the Gaslamp clean team operation sparkle. We've added some more cleaning to make sure that the neighborhood is presentable for everyone. Also, increased gum removal is going to be starting in the summertime, I don't know if you've seen that clean safe guys with the with the dry ice machines just taking those go off the street one by one it's a very expensive task, but honestly as the summer heats up go on your shoes that now come in your restaurant is not a good thing. We had our first mayoral debate in September of last year, and it was a great opportunity for the general public to ask our public representatives running for mayor, what they would do once they took office, so that was the first time we've ever done a full mayoral debate as an association and that's something we will do in the future for future elections to make sure your voice is heard at City Hall and at other elected elected officials. Gaslamp, then took the pledge to keep the neighborhood safe you might have seen our banner campaign and our video campaign. I know a lot of you participated, I see a lot of faces now the masks are off, I recognize you. It was really an opportunity for the association to be a responsible neighborhood to offer a clean and safe environment for people to come back to enjoy what the Gaslamp has to offer, and really help us get back on track. Gaslamp is a 501C6 and never



qualified for PPP loans until this last round, and I was happy to announce that we were able to acquire \$64,000 alone to help us with staffing and operations.

So, I'm going to turn it over to Alma Ascencio who is our Social Media Director.

Alma Ascencio: 2022 Social Media Strategy: Newsletters: Increase mailing list: create engaging newsletter content, promote and feature Gaslamp Quarter businesses. What's New in Gaslamp. Spotlight feature: Once a week: feature a GQ business: interview, photoshoot, and call to action to their website/social media. GQ review: feature our audience GQ content. Dedicated newsletters: GQ activations, Taco Tuesday, Wagyu Wednesday, Legendary Summers, and fall activations. Continue to promote The New Normal campaign throughout the year, and Gaslamp Quarter overall.

YouTube: Create GQ original content. Create GQ dedicated playlist. Behind the Bar: GQ restaurant- interview bartender and they their GQ story while teaching how to make their favorite drink. Cooking It Up in GQ- interview a chef, while they make a dish and tied it with a GQ story. GQ Foodies: Foodie Influencer POV visiting a GQ business. GQ Gems: work with the Gaslamp Museum to give us tour and history of each GQ historic building. Gaslamp After Dark: Feature GQ bars, clubs: 2min feature featuring different bars/clubs. GQ itineraries: What to do in GQ. Choose your adventure.

Instagram/Facebook/Twitter: Continue to increase Gaslamp's digital presence, create original content, promote GQ businesses, partner with influencers, and create interactive stories campaigns. Creating Creative Compelling Content. Meaningful social media engagement:

It's not just the number of followers, it's about content, trust, interest, and engagement. Regardless of which social network we are focused on, people are still people. They behave in some very predictable ways. We all want to be appreciated and we want to belong. To achieve this, we look for a tribe where we can do both. It's crucial to understand these workings of human nature. This innate desire for status and recognition is the engine behind so much of social media. The long-term goal is to create a tribe, a community, and ways of how that community can continually participate, express themselves and be appreciated. Continue to follow the three pillars: entertainment, information, and education.

Michael Trimble: Thank you. We have Sara from Formula Marketing, who is designing a new website for Gaslamp.org.

Sara: We're still in the coding stages of the website. We're making a lot of changes on the current website, so that you know when the campaign launched in same time as well. We're updating the website while this website is being built for being coded, so what you're looking at is not alive website, it will be ready in six weeks. Let's start from the top, so we added the top bar which has an interactive map on the Gaslamp, which is most important to the new website. Retail has a different color, the bars have different colors, restaurants have different colors, and the parking. So, the video is going to be there, the weather app is going to be there all time. Making it easy, very easy to navigate and the mobile app is very friendly as well to navigate through those. A donation page here that anyone wants to donate.

Michael Trimble: We're still in development. I think we're taking notes and working and make some adjustments with our development team and our promote committee.

Mikey G: So, if you if you wanted to just know what was going on tonight right like a calendar events or is that under events?

Michael Trimble: Its's going to have maps, full calendar. Thanks, Sara. Thank you so much for your hard work. We are looking forward to seeing the final.

Alright, I'm going to give you guys a quick update about the Gaslamp Promenade, so like I mentioned we're we've been talking about the Gaslamp Promenade since 2019 and it is now an official city project. It has been



funded like I mentioned, we raised \$3 million to do phase two. Phase one was all the conceptual planning and working with the city, the city approved it now. We're going into construction and the first most important thing is we're going to install permanent bollards on each intersection from F street to K St. Currently we have those bike rack barricades in place that we're utilizing in the special event. This is something that will go into the future and be permanent from now on creating a true promenade for Gaslamp Quarter, now this is just a phase two where we're closing the streets there is a larger project that the association and the city are committed to which is the full redevelopment Gaslamp in terms of street replacement, curb elimination, trees, and things like that, but the city is so committed on doing phase two currently in this calendar year. We're going to have bollards installed on F to K St there will be street treatments that are being researched, so we can improve the look of the asphalt give it a more of a prominent feel. They're going to do some interesting treatments, enhanced crosswalks on F & G, and newly painted crosswalks on island Ave. We're really going to be working on the two blocks that will unfortunately not be included in phase two, which is from F to Broadway. We're going to be developing the street treatments on those blocks, but they'll come into phase three, once we work out with MTS and the city to make sure that we include the entire Gaslamp that is definitely our plan. I been working with the police and fire department, working with our partners at Clean & Safe to maintain the bollards, which will be manually inserted and removed every night. So, the plan is that it will be a pedestrian promenade from 11:00 AM until bar break.

Audience question: Why not automatic bollards?

Michael Trimble: That would be just be another \$10 million that was really what we wanted but budgets are tight, and so we want to get this done sooner rather than later. I'm excited to announce that the association has been working on this since 2019 and we're actually here and we're actually going to make this happen. Now, turning to Laurel McFarlane, marketing and events coordinator is she's going to walk us through our new normal campaign and some of the neat things cool things that are happening this summer.

Laurel McFarlane: Hello everyone. One of the things we wanted to do with the marketing campaign was just not do a straight marketing campaign. We wanted to create a fun summer series as well just some fun things going around the Gaslamp. Other things at the same is working on cleaning up the Gaslamp. We got the garbage and illegal dumping and also the beautification in process. One of the things we're trying to do is fun campaigns encourage people to come down, so we did the campaign launch: the new normal which is basically it's dancing its movement and laughing. For Mother's Day, we built a Mother's Day stand and if people came down, they got free flowers for their mothers. We encourage people and you could be a dog mom we allowed any kind of mom so if you just said your mom got a flower so that was a fun or first campaign. We released the press release; we got a lot of press and we did a big social media campaign. We are doing digital ads, Google ads, more online that's where we're spending the bulk of our money. The next one was the Father's Day: We did Branded hot sauce so we did find that, but we ran out by 2:30 p.m. Some fun things that is happening Taco Tuesdays and Wagyu Wednesdays. For July 3rd: We have the laser show, then we're also doing a silent disco. We are having Throwback Thursday: roller skating has been popular, and we are working with Sunset Roller Club, and have throwback DJ. On Saturday mornings we are working with a fitness group from 9 a.m. to Noon giving out free fitness classes between island and 5th avenue. Then every Saturday night from 6 to midnight will have the silent disco. As well, every Saturday, Thursday through July and August. Then we have movie nights: free movie nights.

We're going to do a big banner that promotes all this: our summer series program so we're just trying to bring people to the Gaslamp and remind them how fun the district is in a unique way. We are doing a major digital



advertising campaign and putting all the money into digital. We are also working on staycation itineraries featuring our merchants.

Michael Trimble: Thank you all, thank you. We will see you on the upcoming board meeting. We will be dark in July and back in August. I really appreciate everyone coming, and I will turn it over to our illustrious chair.

Dania Duke: Thank you for everyone being here today, and we've got some new business owners, welcome, and it's nice to have some residents with us, as well thanks for coming. Meeting is adjourned at 6:38 p.m.

MEETING ADJOURNMENT - Dania adjourned meeting
Meeting ended: 2 hours