



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, August 25th, 2021 | 3:30 PM
Zoom Meeting
San Diego, CA

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

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

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

Michael Trimble: Good afternoon everybody.

Dania Duke: Great, well I will call the meeting to order at 3:30 p.m. on August the 25th and turn it over to Michael.

Michael Trimble: Alright, thank you Dania.

I don't know if everyone heard but our liaisons have cancelled on us at the last minute, so we're going to go jump right into the meeting. So, we do have a quorum, so that's great. So, if everyone has read the minutes, I'm looking for a motion to approve the minutes from the June 30th Board of Directors meeting. Is that Wayne? Rick. Rick is a motion. Is there a second? Josephine is second all in favor.

Jim Shaw: I'm in favor.



Michael Trimble: Jim Shaw, Wayne in favor. Yep, alright very good, OK. Motion carries alright. Thank you. Alright, so let's we'll jump right into it. Shaw and I have been working on the review.

Jim Shaw: We basically will start with the 5th of 22 column which is the fiscal year beginning July 1st, 2021 and ending June 30th, 2022. The budgeting revenue of a \$1,45855 if you can see that bid assessments stay about the same. Associate membership stays the same. Tech systems stays the same, kiosk advertising is budgeted to go to \$312,000 and Michael can you give us some update.

Michael Trimble: Yes, the kiosk advertising program is having another three years on it's on the contract so that is a \$26,000 net profit to the association monthly.

Jim Shaw: OK, and then we have web advertising, \$65,000 and banner advertising jumps significantly. You can see from the previous year's budget of \$125,000. So, Michael, if you add a little explanation there.

Michael Trimble: Yes, absolutely. Since things are starting to ramp back up. We've had quite a few corporate entities confirm and pay for banner programs. I already have banner programs confirmed through the rest of this year and into next year as well. So, that's a conservative number, it probably will exceed \$125,000. But banner sales are moving in that in a great direction.

Jim Shaw: OK, and then we got a payphone and for some reason people continue to use the payphone. Then we have the parking grant which \$698,873 and Michael, you can confirm that's approved already and how the city came up with that money please.

Michael Trimble: Yes, so we have had our budget approved by City Council and the mayor.

Michael Trimble: It is a wonderful thing and a great win for us because there was no parking meter revenue generated in the neighborhoods because of COVID. So, we have 45% of the of the profits of the parking meter revenue and so with us being at zero, we were able to tap into the cities. And the city approved all neighborhood parking budgets for FY22, so we could continue the good work we're doing in the neighborhood. So great. Great work.

Jim Shaw: Michael, if 45% of no revenue is 0 and 55% of no revenue is 0. So how does the \$698,000 come about?

Michael Trimble Oh well, that's part, it comes out of their budget that they've had, you know, a stockpile of money.

Jim Shaw: Surplus funds from previous years? Yeah, OK, and then we go down to the licensing fees of \$5000. Miscellaneous Gaslamp Hoops and the lamplighter are budgeted to be 0.

Jim Shaw: Right now, we don't have those. We don't have any budgets or any concepts for those events. So, I asked Michael to show those at zero for the current until something is, you know, there's a realization of some sort of a budget or a date. The Sunday artisan market is budgeted at \$75,000. That goes up from \$40,00 and Michael your comments again.

Michael Trimble: Yes, so the five months that the artisan market has been operating, we currently have brought in \$51,908.00 in five months. So, looking at keeping the schedule with a 2-day artisan market as opposed to a one day now. Projecting easily hitting \$75,000 if not even potentially getting closer to \$100,000. So, it's been popular. I I want to make sure, as we go into the winter months, you know that slows down, but the spring, and the summertime are very



popular. So, we're going to be moving forward with that. Getting some great participation and some great revenue for the association.

Jim Shaw: OK, and that's followed by a couple of events. One is the pet parade at \$5000. Seems insignificant to even talk about. Got it, the taste of the Gaslamp at \$30,000. Michael is projecting that that event will be out in May. That event always is consistent in terms of revenue, if it happens, and as far as expenses, there are minimal to zero expenses with that. And we have special events, merchandise, web, partnership, and other income that brings us. Down to the total revenue of a 1,45855 at this point. Does anybody have any questions from the board? So, then we go. So, then we go down to staff salary which right now is \$164,000 projected and that would be Michael salary and all Alma salary currently without any increases. And then right below that is payroll taxes of \$19,000 which is just a function of the \$164,000. And then we have how you can see a payroll fee. That's the payroll company health insurance that is, Michael and Alma's health insurance. SIMPLE IRA right now that's just. Alma hasn't opted to be in the SIMPLE IRA, and then we have parking and transportation, and that's the number that Michael came up with. That's the personnel expenses. Does anybody have any questions? comments? I think the only item that you; really there's two items that you really need to talk is the insurance, the disability, the DNO insurance, and Michael is there any update on that? I know we were trying to get a quote. That insurance is what's due in November?

Michael Trimble: Yes, so just to give everyone an update so the DNO and the Employment practices policy is due to be renewed on November 6. See speaking to the carrier, they wanted to make sure that they don't jump the gun right now, but they're already in the process of going out and shopping it. Since we don't have any loss on our fiscal year, so that's going to be playing in our favor so. That \$80,000 could be much lower and depending on the Cory Briggs case and how it wraps up, you know it could even go back down to where was the general liability umbrella insurance policy expires on October 30th.

They don't believe they're going to have any issues renewing that one and the workers comp insurance policy is due for renewal in March. 1st, 2022 so we're in good shape. Right now, we're just going to. We're kind of in a holding pattern until I get a true update from Hoffman.

Jim Shaw: And that \$80,000 eye popping number is the directly relevant or related to the Corey Briggs item, right?

Michael Trimble: That is correct.

Jim Shaw: OK, events marketing. I should have talked about the events and marketing contractor that's Laurel contract which has been approved. So, we've got that in the budget and then below that. If you look at taxes of \$85,000, that's significantly different, and the reason for that is because as in previous year, we had sour it. We have the association is a 501C6 entity which is a nonprofit. It's taxed how it's nontaxed on its on its exempt exempt function income, but it's taxed on what's called unrelated business taxable income or ubt accountants call it. EBT for us is the advertising. Our advertising revenue on the website and from that advertising revenue we get to deduct expenses and then we pay taxes at the corporate rates. Incorporate right now is 21%. Our tax goes way up this year because last year we had David. Salary that we got to deduct in full against that income and without that salary deducted and fold the taxes will go up and then you can see up above that the web advertising goes up. OK, and the kiosk advertising goes up which are taxable items for us. Coming down to the marketing, the budget, the big item there is the website development which is the \$60,000 item. That was the number that was put out for the RFP and was awarded and so that number will be spent. Michael, any comments there please.

Michael Trimble: Yeah, so we're really looking forward to launching the site, I saw an update today. Get another update on Friday and the \$60,000 is also based upon the sales that will be generated from the website, so it should be able to pay for it. Self within the first year, so I think we're all going to be pleased with how the new site looks. It's got a lot more capability looks a lot better, and I really look forward to sharing that the new site shortly, probably in September.



Jim Shaw: OK, alright then coming down I think we have; you know those the marketing, budget, and marketing expenses. Nothing really changes there. Nothing that's significant. And then the next item is we call, I guess Member services. Of course, down in member service. You will see a number called legal for \$110,000 and that is basically sort of a stick your finger up in the air at a potential money that we're setting aside in case the lawsuit that has been filed against us by the previous employee. Which we did basically at this point think is meritless. But in case that we have it would have a chance to settle that meritless lawsuit and just walk away from it, so we have lower and legal fees. We stuck a number in there and that number is \$110,000. That covers legal input to any potential settle. OK, and then down below is the bid Council FDA and of course the parking program. The \$594,000, 43 is essentially offset of the 698 up above which is the two. The difference between the two is our keeper. The fifth was it? 15% Michael?

Michael Trimble: 15% correct.

Jim Shaw: Yeah, which we get to keep for overhead in administering the parking program and then net profit and net profit and loss or net receipts over disbursements is budgeted to be \$52,000 and once again we're trying to build up some reserves and so that our settlement gets a little bit higher, that's the end of it. If anybody got any questions let me know.

Michael Trimble: Thank you, Jim. I appreciate all your help. Does anyone have any questions for discussion? If not, I'll be looking for a motion to approve. Anyone like to make?

Jim Shaw: I'll make a motion to approve it on now.

Jeff: I'll second it.

Michael Trimble: Just a second by Jeff OK all. In favor if you either raise your hand or use your raise your hand feature. OK, Joe, Rick, Dania, Jeff, Bruce and Kim and Wayne, good thank you. Thank you, Nate Wayne, you in. OK motion carries are it? Thank you, Carlos. Appreciate it. Alright, well that approves our FY22 budget.

Well, Captain Danny Grubbs has joined us, and so we will get an update from PD, so I'm going to turn it over to him so he can kind of give us an update on how things are going in the quarter and how staffing and things regarding safety for the neighborhood. Captain Grubbs, how are you?

Captain Danny Grubbs: Hey, I'm good. Thank you. Thank you very much for having me up. I was gone last week, but I've been following everything via email and updates from Lieutenant Clendenin who is our service area Lieutenant for downtown. I'm sorry I didn't get to meet with you all in person in July I was out of the state. I do look forward to meeting with you all in person when the stars align for your next in person meeting. I just called our homicide unit to update us on the shooting at the Pendry, basically where five people were shot and unfortunately the valet was murdered by the suspect. Reason from the suspect status has not changed. It appears to be a mixture of mental illness and narcotics on board.

The person says he was trying to protect the city which makes absolutely no sense whatsoever in that heinous crime, so that suspect is in custody. The other situation I wanted to update you on was it was a road rage incident at 300 Market Street where the victim from out of state Midwest with his girlfriend got into a road rage incident with a male from a local male from Southern California. The local male from Southern California ends up stabbing male victim. The male victim, and female drive off. They get up to the area of 300 Broadway where they crashed. PD wasn't aware of any of this. So, they crashed up off Broadway and 4th. That's when PD discovered it and discovered the male had been stabbed. It's still an active investigation. We're making great progress on it. There are nine patrol commands, at least three. Three of the patrol commands received zero to allow Central Division to get 16 more. That is based on the amount of police calls for service throughout Central division and predominantly the Gaslamp in downtown. So, we're very grateful to get those officers. We have been unsuccessful in trying to staff via overtime and through other parts of the city Thursday through Sunday nights, basically in the Gaslamp, in the evenings, during your busiest hours. We've been getting some folks and some nights we're



meeting our goals, but we've been unsuccessful. So, with these additional 16 officers, we're going to create a permanent team to staff those areas, it will be a Sergeant and a squad of officer. There's basically assigned, and I've told Michael beforehand. Try not to give exact numbers on our staffing and things like that, but basically Fridays through Mondays this squad will work. Your busiest hours to help supplement not only our regular bike team, but the expanded bike team. Come shift changed in September. We will have a longer coverage. So, we're going to have Sunday and Monday nights coverage covered not only with a bike team, but with these additional officers and cars. They will predominantly be in the Gaslamp and the areas for calls for service. But like anything in central division or the city of San Diego. So those are the updates I have. If you have any questions on those, I'll do my best to answer those.

Captain Danny Grubbs: Michael Trimble and I have talked about some of the clubs that if they're not following your guy's rules and things like that and I received daily reports from Vice that they are working with those club management's trying to tell them. Hey this is what you must do to comply. If those clubs aren't complying, then they are doing citations and enforcement and things like that.

Michael Trimble: Thank you, captain. Appreciate the update. Anyone has any questions for the captain. I know there's going to be some movement on our vending ordinance in in early September. Thank you, Captain, I appreciate. Anyone else, anyone have questions?

Dania Duke: Yes, I have a question.

Dania Duke: Captain Greg, Rob, thanks for being with us today.

Dania Duke: We appreciate it. What's the plan with these additional officers around bar break in the Gaslamp?

Captain Danny Grubbs: That is what exactly when they're scheduled for, because that's where we've been, higher in the overtime so. Again, we try not to give out exact staffing and the idea is that is the criminal element of the world. But basically, these additional officers they will be out from 5:00 PM until 3:00 in the morning, 3:00 in the morning. You know, from two to three is when all that everybody seems to pour out of the bars. Their hours are designed exactly to address that, so being proactive in those parking lots where some of our people gather that they're not interested in coming into the clubs or paying a cover charge, they wait till the cover charges are reduced or gone, or they don't even enter the clubs to buy drinks. They try to, they just tailgate out in the parking lots and then when they wait for the girls or the girls to come out to try to pick up or the guys to try to rob or fight. So, we've been paying overtime to put officers in those parts. The ones that are private parking lots. We would love to see them step up with their own security, but in the meantime, we're paying folks to go out there and do that.

There's such overtime fatigue across our department citywide. They're hiring as many as 300 and five officers a week for overtime to fill gaps in the city. So, we're trying to get away from it. Let's have a permanent staff, so we're not relying on if anybody is going to show up that weekend or not. We're full-on Saturday, but Sunday we were light, Friday. Nobody showed up, so when I say nobody, that's supplemental auxiliary officers, not our regular staffing. From 5:00 PM to 3:00 in the morning is when this additional Officers will be working.

Dania Duke: Thank you, captain.

Michael Trimble: Wonderful, that's always good to know.

Captain Danny Grubbs: I'll be here.

Michael Trimble: Wonderful thank you, Captain. I appreciate it.

Captain Danny Grubbs: Thank you.



Michael Trimble: I also just want to welcome Madeline and Sean from the Gaslamp Plaza Suites who are attending our board meeting.

Michael Trimble: Thank you guys. So, all my I'm going to move on to the next item. Is the bylaw review Did receive the bylaws correct? On Friday. Does everyone have a copy of that? Does anyone have any questions about the bylaws Pam Schwartz, and I spent quite a few hours reviewing the language, updating some of the clauses to be more relevant to the current time that we're operating in and just adding some additional language in there to just make it a little bit less cumbersome. So, is anyone have any questions about the about the bylaws? OK, great, so let me just go through it quick.

Dania Duke: Michael, if I can make one comment about the bylaws that that it was really a clean up of some of the language. And making it more current and in in more current terms.

Michael Trimble: Yes, that is correct.

Michael Trimble: So, we were tasked by the City of San Diego to look at our bylaws where we are to look at our bylaws and approve them on a yearly basis. So, this is going to be a new process that we will be going through every year. So, if you go through the bylaws so the last time, we updated it.

was to 2017, so this was amended on August 8th, so I'm just going to point out a few things on here that are more important than some of the changes. So, we added in the clause section 3.3 composition of the board. The minimum number of board members is 19. We kind of took the diversity of the group. So, two resident, 2 associate members, 5 restaurants. We added bar and hotel owners and other representatives and then for retail merchants and for business offering professional services so that equals 19. So that change was made. The other, three-point 1/2 of regarding meetings, this really kind of gave us and kind of pigeonholed us into only Wednesday. Only at 3:30, only at the end of the month type of scenario. So, if there was a situation while we needed to move the board, if it's in the bylaws. We couldn't do it, so we eliminated that to basically say that at any time the Board of Directors may vote to change or postpone the date and time of any monthly meeting. So currently we're going to stay at 3:30 the last Wednesday every month, but we just added that language and eliminated some of the some of the language which was very restrictive. The biggest thing that was added to the bylaws was what the city has been requiring us to do regarding the diversity and the inclusion policies that we've been asked to do. So, let me get to that. That so that would be Article 9 under policies, so I know you guys have seen that. So basically, it's the nondiscrimination policy, the diversity, inclusion, anti-harassment, conflict of interest and annual trainings. So those are written and added to the board bylaws. So those are the those are the big additions and you saw some of the deletions, so I just want to open it up. If anyone has any questions about the bylaws, concerns, or any anything you would like to add or subtract. If not, I'll be looking for a motion to approve.

Is that Jeff, is a motion to approve in Carlos's seconds? OK, all in favor. Please raise your hand. OK, thank you Nate. Thank you, Sumeet. Thanks Rick. Just waiting on Lori. Are you a yes? Yeah. Thanks, Joe. So, I'm just waiting on Dania. Are you there?

Dania Duke: Yes, I am.

Michael Trimble: All right, you're are you in. All right, well, motion carries unanimously. Thank you very many guys. Taking care of taking care of business all right. So next is the diverse diversity and inclusion policy, and these are the policies you saw at the retreat. So really, we could take both policies, which is the anti-harassment and the diversity inclusionary policy. Which needs to be reviewed and signed by each board member. A year so those two documents that I sent out on Friday are basically the new World order of what the city of San Diego is, is requiring of us to make sure that we follow our bid contract. So, we have a six-month contract that was approved. If we are to get another six months. In FY22, we must complete the annual training. We must can also complete the bylaw review and each board member needs to sign these two policies so. So, I don't know if I would like it. You know, open this up if everyone anyone has any questions regarding each of these policies, I know you've seen you saw the diversity inclusion policy, but you haven't seen the anti-harassment,



I just want to open the floor up. Any questions about these two new policies? Well, alright then so I am looking for a motion to approve the diversity and inclusion policy and the anti-harassment policy. Kim is making a motion and Wayne is seconding. Yeah, all in favor. OK awesome thanks Nate. Thanks Dania. Thanks, Joe Carlos Bruce Wayne. It's Lori. Thank you, Cindy. Are you in?

Cindy's in OK. Yep, OK thank motion carries unanimously approved. Thank you. Wow, this is like moving like wildfire, all right. Right, so keep moving, keep moving. All right, the anti-harassment inclusion training took place on the Monday the 16th. Aron, Josephine, Cindy, Lori, Kim, and Alma were there to complete the training. I know that some of you have taken these modules with your current employer, and if you do have those certificates, sending them to me would be most appreciated so I can mark you off the list. Dania, Rick, Carlos, Jeff, and Mike sent them in. Thank you so you can see Howard. And Pam and Jim and Bruce. We're looking for options of there is another opportunity to take this same course that we took in a zoom format at a date later in the fall. I also asked the city of San Diego if there are other types of training that would fill the requirements, I have not yet heard back, but I think we have till October 31st. I know that we had some very robust conversations, and it was going by quickly and was relevant to things we're working on in the neighborhood. I know Josephine was there, so I don't know Josephine or Cindy. If you guys have anything to say. Thank you, Dania, for hosting that meeting. We really appreciate it. So, I will be reaching out to you guys and letting you know when the next one will be scheduled. Alright, next.

OK, so yeah, FY22 election is coming up so the board members on the screen are up for reelection. I have spoken to Aaron and Jeff, Mike, and Pam, and so I would just need to hear from Josephine, Cindy at Kim, and Nate. If they would like to continue to serve for another two-year term for being on. The Board of directors. Maybe those individuals can raise their hand. OK, Josephine is in Cindy are you in? Nate's in I think Cindy is in, that's awesome. And Kim and Kim's in alright. Well, good one. Thank you so a minimum of 19 so we have 19 board members Dania and I have been discussing other options to bring new blood to the board so probably sometime in early September when the ballots are going to be going out, you'll see a slate to be approved. It'll go out to the membership and then we will have a potentially one additional board member added to our roster of board members. Dania, any thoughts?
Any comments on our election?

Dania: No, I just appreciate everyone service on the board. We're a volunteer organization and I know it takes a bite out of our schedules, and so I do appreciate everyone service to the Gaslamp Quarter. And you know we're making. You know some big strides. Doing some heavy lifting right now, this last six months or so, but really making some fantastic strides with the website, with new members, new board members, as well as executive. I'd like to congratulate Josephine for joining our Executive Committee Board, she accepted that last week, so we're we're excited to make that announcement as well. Thank you.

Michael Trimble

Thank you, Dania, I appreciate it. Thanks, Josephine, for being part of the executive team.

Josephine: Thank you for the opportunity.

Michael Trimble: Absolutely, my pleasure. OK, I'll continue moving on, so now I'm going to introduce someone you're all very aware of and all love Miss Laurel McFarland, who is now doing our all our marketing and event production. And I'm going to kick it over to her to give us an update on Gaslamp marketing and the parking program.

Laurel McFarlane: Hi everyone, everyone is doing good. As you know, we launched the new normal campaign through the summer and we're coming through the end of that on Labor Day weekend.

A quick recap of what we did besides all the PR and just the fun new campaign, we did a Mother's Day activation with Flowers, Father's Day where we gave out free hot sauce. Independence Day, which was our Independence Day, was July 3rd. We did a super fun laser show and then we did Gaslamp Summers which we're hoping to bring back but change every year. They would run from Memorial Day through Labor Day that people would start getting really excited about the fun activations. In the Gaslamp going forward and that the summers in the Gaslamp are always just incredibly fun off the hook and you need to come down for it. So, and it was great to see it be so popular. So, one of the things we did was throwback



Thursday, which we worked with an LGBTQ skating group and we ran as a skating every Thursday, which just got bigger and bigger and bigger which was awesome. We did the Gaslamp Flicks, which was every Friday in August. We're been running fun different things going on, but what we're finding out is the scary movies go over better. And then we did the silent disco, which you all know, and so far, we've made over 4000 because we got \$5 from every ticket, which is great cause it's going back to pay off honestly, the movies. We did Gaslamp fitness which has been fun fitness programs on Saturday. In addition, we did a fun video, and we ran a digital advertising campaign. In general, public relations. So that's just a quick overview. Outdoor advertising. We did the bike racks with a curbside and artisan market closures. We did the pole banners and there was a fun campaign because we were black and dark and kind of depressing, which kind of felt like how we all felt, so it's kind of lightened up. We did the campaign to really create some brightness in the district. The video campaign was live on social and website. Google advertising behind video. We had 74,000 impressions, 36,000 engagements, the Google Display advertisement to drive general website traffic was 1400 clicks. You will also see that on almost report the amount of traffic is incredible to this website, which obviously all our members are on, so hopefully that starts benefiting was kind of the whole goal. Some press release was sent out to over 6000 local regional medias multiple time. We are featured in CBS. Fox 5 San Diego, Union tribune. NBC 10 News and more.

OK, so so, so that's kind of the over highlight. Our Mother's Day was super fun and that we also gave flowers out to doggy moms too. We sent the release out and then McFarland has a big email blast.

We did Taco Tuesday and Wagyu Wednesdays. We were featured on CBS for Taco Tuesday and then we worked with a bunch of influencers, but we just put a couple that came out and featured the wagyu Wednesday and did some campaigns with influencers. We're going to continue to do that cause I think that's a good way for people who are popular to you know, associate them with the Gaslamp. The next was Independence Laser Day. We did from East St all the way to K and we programmed speakers all the way down the Gaslamp and we did a fun activation. The silent disco \$5 per headset. Promotions were press release, website, social. These are real photos so you can see our branding was fun and then you can see the those are roller skaters from our group.

That's the silent disco and then the movie. This just gives you another recap of everything that we did.

We also did feather flags and branding, and I don't know if you guys have seen but we did a cool banner that hung on that with everything.

Michael Trimble: Looks great.

Laurel McFarlane: And then these are just some links of all the coverage. We have more, but we just did 3 pages of those, so you can kind of see. And I sent Michael so he can send out to you guys.

Michael Trimble: Yes, I already sent everybody the this this presentation with all the live links. So, at your leisure you can look at all the great coverage we've had all summer. So awesome job Laurel.

Laurel McFarlane: And besides just PR, the whole point was to drive people down here so that they had a good feeling in a good time, and they associated the Gaslamp with a positive experience. And that was also the goal, and So what else is next? That's the final slide is the fall winter campaign, the staycation itineraries. They're on the new website. They've all been updated and sent to Michael. There's a lot of staycation, so it should be a fun thing. Fall winter events. And then the digital advertising campaign will continue. So that's our next plan. And then we'll meet with the promotions committee, get their feedback on the campaign like we did before. Get any suggestions they would like as well.

Michael Trimble: Awesome, awesome Laurel.

Laurel McFarlane: Does anybody have any questions?

Michael Trimble: Well, it's great stuff and I know that now that we're you're on board officially, we're going to get our promote committee together in September, so all committees will be meeting in September, so I'll be sending out invites to each of those committee meetings. You are doing a great job.



Dania: Yeah, really great work, Laurel, thank you.

Laurel McFarlane: Thank you everyone.

Michael Trimble Alright, Alma continue.

Alma Ascencio: I'm going to be talking about social media in July and August. For the the content creation, I always give a narrative for my content calendar. For July and August Gaslamp's narrative was Gaslamp Legendary Summer Series: presenting our summer events. While also promoting overall Gaslamp Quarter, doing social media features, activations, feed, stories, tagging merchants as well promoting the nightlife, the bars, nightclubs. Also continuing promoting the Curbside Gaslamp, indoor dining, outdoor dining. Video content: I created also long form content feature merchants doing IGTV videos more than one minute. I've created Throwback Thursday promo videos. Fitness promo videos and Gaslamp Flicks promo content as well. Collaborating with influencers on their content when they visit Gaslamp. I've been covering every summer series event, so I've been there every day, every week, every throwback Thursday. Been doing livestreams, live updates. For July- August, I created 643 stories as of now with an average reach of 2000 people per story. Added daily feeds, post stories, increase organic impressions, polls, quizzes, and content that keeps people coming back to our page and to our social media. And or website page as well so. I'm going to give you an overall key performance indicator for Instagram, Facebook, and Twitter. So, this is this whole social media. How it has been compared to the previous months, so the impressions overall have been up to 76.9%. The engagement, 34.1% and the post. Link clicks 488% that's because we have more links to share and ads. Also, the ads link to the website or Eventbrite link. Our total audience went up 2.4% and total net audience growth was 24.8% compared to previous months, video views went up 107% compared to previous months.

I've been creating more video content, more live streams, more people want to see what's going on before doing it. They want to experience it on their phone instead of going there first. I've been doing more content like the total message 56.8% that includes messages, direct messages, comments, so just engaging with people and that makes our engagement go up as well. The trust, and interest that our engagement is creating. I'm trying to keep doing that and continue doing that. I'm going to move forward

Michael Trimble: Those are some incredible numbers. Alma honestly. Those, that's fantastic.

Alma Ascencio: Yeah, I work hard, and you know, like I say I'm covering every event. I'm there, I'm always there, every week. I'm going to give you a recap of the Gaslamp Independence Day. So, there was feed post featuring our Gaslamp Independence Day graphic weekly. Independence promotion on stories promoting our merchants' specials for that day. I gathered their promotions and contacted them. I did E-blasts. I did various ads: awareness ads, event response ads. As well, I did content for that day: POV

went to dinner, went to lunch, went to the Gaslamp silent disco, and then did a live stream for the laser show. So, during the live the laser show, I did a live stream from Instagram exactly at 10:00 PM and I got over 200 people tuning into that live stream and 80 comments. I got people from San Francisco, Boston, Miami just saying hey what's up. Here is an example of the event response ad 21,000 people reach over more, spent \$400 our cost per click was \$0.23. So, we got more at a lower cost or per every click

So, I'm going to Throwback Thursdays: I created a promo video with the Sunset Roller-Skating Club.

Very like a throwback vintage feeling to VCR vibe. I created various ads: awareness ads, reach ads, and event response ads, weekly promotion, new roller-skating content, and multiple feeds and posts during.

across our social media. I've been covering every Thursday, so I'm there doing live streams, live updates and sharing them with our merchants. Sharing our audience Throwback Thursday content, constantly updating it if it fits or brand. I did a throwback Thursday story highlight. So, if you want to go back to our social media you can see all the content, the features, and all the fun that throwback Thursday is about. I'm just creating original content and fresh content, promote weekly and tagging our merchants. You can see the event response ad: 58,000 people reached.



Michael Trimble: Hey Alma, I want to call out that you know all your original content that you're creating is fantastic. I mean, you really put a lot of effort and creativity into all those great posts, videos really doing a great job and thank you for tagging merchants so they can also share those posts. So great job on that.

Alma Ascencio: Yeah, and they're sharing them. I try to share and tag our merchants, and most of them are good at sharing that content on their pages, which is more exposure for them and our followers. Moving to Gaslamp Flicks: I created original content: Gaslamp Flicks promo video with visual effects to give it a movie/theatre vibe. Social media ads: awareness ads and event response ads. Created Eventbrite link for each movie night: to keep track signups. Weekly promotion of FREE movie night, tagging merchants on the content, and working with merchants to do Gaslamp Flicks specials. Covered every Gaslamp Flicks activations with live updates, photos, and videos, featuring tagged content on the moment, and promoting the next Gaslamp movie night. Did a Gaslamp Flicks story highlight with all movie night content, permanently available to anyone who wants to see that content. Created original and fresh content to promote weekly. For August 6 we had 200 people signed up for to get free tickets to go to the movie night. For the 13th it was 400 people signed up, it was a super busy night. For last week we had 292 people signed up for the tickets. This week is 342. People have signed up to go to see I'll be doing a live stream again and just create, uploading content and up-to-date content as the movie goes on. Just promoting as much as possible, creating fun content, engaging content that our audience enjoys and making it as a first point of view, so they can see what they movies experience is like, and what's expected.

Michael Trimble: That's great. That's great stuff.

Alma Ascencio: Moving on Gaslamp Fitness: Created original content: Created Gaslamp Fitness promo video, and content to promote event. Social media ads: awareness ads and event response ads. Weekly promotion of Gaslamp Fitness free workout classes, featuring the instructors, and creating content. Covered Gaslamp Fitness activations with live updates, photos, and videos, featuring tagged content on the moment, and promoting signup link.

Moving to Gaslamp Silent Disco: Created original content: video, photos, and multiple feed post content. Social media ads: awareness ads, reach ads and event response ads. Weekly promotion of Gaslamp Silent Disco night, tagging merchants on the content. Covered Gaslamp Silent Disco activations with live updates, live streams, and featuring tag content from our audience. Did a Silent Disco story highlight with all silent disco content? Created original and fresh content to promote weekly.

I'm just going to move over YouTube: The New Normal campaign video on YouTube. This campaign has been running since early June, but as of right now I'm showing you numbers from July to August. This is exposure, maintain present Gaslamp branding through the campaign video, over 229k impressions with a 2 cents cost per click. I targeted mostly all demographics and all ages, selected audiences such as music lovers, tv lovers, sports lovers, etc. I targeted different locations: Arizona, Los Angeles, San Diego, and Las Vegas. The campaign ended, but hopefully I can come back again and continue to maintain that brand awareness and exposure on YouTube.

While promoting Gaslamp Summer Series activations, my focus has been also promoting Gaslamp overall by featuring merchants' content, creating features, and highlights in feed and stories. Doing long form content: IGTV content featuring our merchants- Bang Bang, Prohibition 1920, Vin De Syrah, The Cat Café, and working on more. Brunch spots in Gaslamp Quarter IG Guide. Doing more video content featuring our merchants from 4th avenue to 6th avenue. Welcomed back The Shout House with a feature: live stream day of opening, live updates, and feed feature with video, and multiple photos (carousel post) Featured Salt& Whiskey: Did feature post and helped them promote that they are open. Did Gaslamp Quarter's Ultimate Summer. Bucket List: Rooftop Edition- Part 1. Things to Do in GQ: Summer Edition Part 2: From Supernatural vibes, catch the sunset in GQ, live music, art, to promoting the Summer Series. Creating Gaslamp Trivia content: to interact and engage with our audience. Welcoming new businesses to Gaslamp: feature and posts.

Moving on to September and October: the Narrative: Gaslamp Quarter: promoting Gaslamp Fall activations, Gaslamp businesses, Fall- Winter merchant's specials: "Fallin' for Gaslamp" Fall has nothing on us content: Sun is out and you too (pool fun, baseball, curbside/parklet dining) Tease Gaslamp Quarter fall content. Promote Summer might be over, but not



us: merchants' holiday specials, fall menu/cocktails. Teasing Gaslamp spooky season by the last week of Sept, early October. Teaming up with the Gaslamp Museum to create supernatural content, video feature, spooky tour, and more. Teaming up with the Horton Grand Hotel to create spooky content, tour of the haunted hotel room, and more. *Labor Day: merchants' specials, Gaslamp content Halloween: merchants' specials, Gaslamp Halloween content, etc.* That's my presentation.

Michael Trimble: Awesome. Great job. Glad we can share that information with everybody. Does anyone have any questions for Alma? All right, well, good job. We're going to continue to keep the ball rolling. So, the last item is just again to present our new Executive Board member, Josephine. All right, does anyone have any old business they would like to bring up? Or anything that's not on our agenda?

Laurie Peters: I have a question for you.

Michael Trimble: Sure, Lori.

Laurie Peters: And I don't want to take anybody's time on this, but when you were talking about the election for it was in 2022, yes. I don't think you have the right dates.

Michael Trimble: Am I missing something?

Laurie Peters: Well, I've got. August 10th of 2020 ballot right here and the group that was up their term went until June 30th of 2022. I'm in that group and there are a whole bunch of people. Dania, Bruce, Rick, the people who were up for this year were Cindy and Josephine.

Michael Trimble: Right so.

Laurie Peters: So, 2021 should that be 2021 on that?

Michael Trimble: You know what, let's do this would you help me on getting this thing? Making sure we have the right people that need to run? Is that possible? Lori, do you have some time for? Simply want to make sure that we got the right board members.

Laurie Peters: OK, I'm only, it's not, it's not. I don't know if you can see this. This is the old. I have a file, Gaslamp file, and I pulled this out because I thought I was up for election in 2022 but it's just the groups are almost like reversed and so...

Michael Trimble: Oh, that could be my fault. So, let's just since we didn't have to vote on anything.

Laurie Peters: Get together with you then OK.

Michael Trimble: Thank you Lori.

Michael Trimble: It's so nice to have people make sure that everything is going smoothly so.

Michael Trimble: Let's get together tomorrow and I will send a follow up email to those who are still on the board or would like to continue but look like everyone wants to continue. Alright, anyone else?



Laurel McFarlane: Quick question, when are we going back to in person meeting?

Michael Trimble: So, the reason why we did not meet in person is because of staffing. Dania had a hard time doing that. Jeff had a hard time, and I can tell you that Carlos has offered Par for September meeting, so we'll be having our meeting at Parq. September, so thank you, Carlos, for being a host for the next meeting. Thank you all for attending and I'm going to kick it to Dania.

Dania: Alright, thanks for joining today everyone. I'll dismiss the meeting at 4:36 PM. Have a great evening.

Michael Trimble: Thank you Dania. Thank you everybody, thank you.

MEETING ADJOURNMENT – Dania Duke adjourned meeting
Meeting ended: 1 hour 17 minutes