



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, January 26th, 2022, | 3:30 PM
ZOOM

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

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

- Dania Duke
- Aron Langellier
- Jeff Burg

Zoom

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

Dania Duke: Good afternoon, everybody. Happy New Year. I want to welcome all our board members all over, local representatives from our San Diego government. We also have some of our liaisons here, so thanks for joining us today. I am filling in for Michael today. I will call the meeting to order at this time 3:31 on Wednesday, January 26, we'll call the meeting to order. My name is Dania. I am the chair of the Gaslamp Quarter Association. I'm going to be conducting the meeting today in Michael's absence. With that I'd like to first invite any non-agenda public comment.

George- Lincoln Hotel: I'm George, Lincoln hotel manager. It is concerning the street closures; do you have waivers for UPS, FedEx, and those other delivery drivers? Quite frankly, a lot of residents are not getting their packages. Can't come in because we must set certain days Mondays and Tuesdays and sometimes, we can't get them on those days. But the other days they can come.



Dania Duke: OK, so on the days that we do have street closures at that time would be at noon. I guess it's been June, July of 2020 that the vendors were notified, and I don't know if anybody else on the call is having those difficulties. I'd love to you know, appreciate your public comment. Is anyone else having any issues like that?

Aaron: Currently, I haven't been having any issues. Our deliveries come in early in the morning.

George- Lincoln Hotel: Early in the morning, but we can't always get our deliveries early in the morning.

Dania Duke: Well, George, perhaps you and I can have an offline and we can see how we can, you know, try, and resolve your challenges.

George- Lincoln Hotel: Appreciate it.

Dania Duke: Thank you any other public comment or non-agenda public comment.

George- Lincoln Hotel: Homeless guys seems to be increasing. Homeless population I've heard some new voices yelling and screaming. A lot of them come out at night.

Dania Duke: Yes, we have our liaison reports so I know PD and clean and safe will be on, so we can talk further about that. Any other non-agenda public comments?

Dania Duke: OK, today we have a special presentation from Cresleigh Homes and today we have Deanna Ellis who's the Vice president of Land Resources and Jeremy Lui, the development manager, you have 10 minutes.

Deena Ellis: Jeremy Lui and Matt Henderson from our team will be doing the presentation today, but myself are here for any additional questions.

Marshall Anderson: Thank you for everyone's patience while we wait. Hey George, I'm Marshall Anderson. I'm working with the team here. I do sit on the Committee on Downtown Homelessness with Michael, and I know several others from this group. If you want to e-mail me in the chat. I'm happy to pass your email along and see if we can get you in attendance at those meetings. And it looks like we're ready to go.

Matt Henderson: Matt Henderson, development coordinator at Cresleigh Homes. I, along with the rest of our team, are excited to introduce to you our proposed ballpark storage development at 611 Highland Ave. Here with me today are Bob Walter, Senior VP, Deena SVP of Land Resources, and Jeremy Lui, development manager. We also have representatives from both Carrier Johnson and Heritage Architecture. You'll be hearing from a little later. For this project, Cresleigh put together an All-Star team

Our ballpark storage includes 443 residential units with 800 residents. Designed to address the missing middle of market rate housing that downtown San Diego desperately needs. Ballpark storage will bring naturally accessible housing. And new retail patrons in the Gaslamp District while reinvigorating a local historical resource. We'll answer questions at the end of the presentation but for now handed it off to Alex from Carrier Johnson to talk about the project in further detail.

Alex- Carrier Johnson: Appreciate it. Good evening, everybody. Happy to be with you all today. My name is Alex, associate principal and designer with Carrier Johnson. So, I'm going to just briefly talk about the genesis of the project. The site, I'm sure you all were aware of the ballpark storage building in the ballpark district. The prominent two corners are that northwest corner and southwest corner, and obviously the orientation and the views out to the, you know, greater area in San Diego. We wanted to really maximize those on the building itself, so those were crucial. I think we have some shots here of the aerials looking the downtown, so that's the ballpark existing building there in white and some of the shots across different vantage points in downtown. And then towards the southeast and southwest and South we have views of the Bay. The Coronado Bridge, obviously Petco Park, which is a huge amenity in the urban area. So, I think Dave is going to talk a little bit about the historical context regarding the historical building.



David Marshall: Yes, thank you Alex. This is David Marshall and with heritage architecture and planning. Historic designated building so the work that's being done through a site development permit process is intended to keep the exterior of the building looking as it did historically maintain it with the new addition of the residential tower. The warehouse was first completed in 1929. Note that the area on the right-hand side of that photo only went up two stories. The additional two stories that you see in the upper right-hand image, those floors were added in 1944. Both are being retained as part of this project. The interior is a very simple post and beam construction, and the interior is going to be cleared out for the new tower, but the exterior envelope is going to be retained for the most part. It is a very simple building, but there are some decorative elements that are important to the building. We are going to be removing that large signage that's up there for ballpark storage and then in that upper zone on the right we are going to be adding additional windows to serve the new use as residential. And so those windows are going to be following the same pattern of the historic window configuration, but they will be slightly differentiated, which is what the historic standards require, and again, we're replacing roll up steel doors with storefronts on the on the lower level. You could see a remnant of it in the upper right photo and then the color match that we have for it so that'll help brighten up the building and bring it back closer to its historical look on its primary facades. So, I'm going to pass it back to Alex.

Alex- Carrier Johnson: Yeah, so with that in mind. Obviously, the historic base plays a crucial role and insight. You know amenity spaces either at the base of the historic on level 5 or the rooftop of the tower for. There's also a transition zone that we wanted to address. It represents this notion of separation between historic. And new, and so we want it to be mindful of that and respectful of the historic, the historical condition of the base of the project. And I've also mentioned the top. We also wanted to celebrate that as the building met the sky. So, you know we have the major components, but from an overall conceptual understanding conceptually though, what we wanted to do with the tower.

In you know, citing within the historic base, but we also wanted to create a sense of scale and so by abstracting the historic base and bringing that over into the new addition or the new tower, we create a sense of scale that breaks down the overall proportions of the tower. And as you can see, you know that that element that you're saying sort of bridging between the base of the building that we're preserving as David has described, and then the new tower. Creating a very simple palette for the overall.

Also, you know creating that articulation that happens between this historic base and the tower itself, so that it creates a nice separation and treatment in the window facade. We're also adding a thin element that wraps around that corner condition, so it creates further separation between the two treatments that we're doing there. A shot of a closer look of the historic base, David explained all the things that we're preserving and so really being mindful of all the different, intricate detailing that's on the building right there. The treatment of the building itself, the windows and all that but we are also creating more transparency at the base because of the activation that's going to happen at the ground floor, and so adding additional/ front or lobby entries and amenity spaces for the building. So, we're keeping in keeping with the street design guidelines within the area as well as some landscape trees and all that would further layer the overall design of landscape for the streets. As we go up, so we're going up to level two. We have a series of amenity decks. It tears up to level two with a green area, but this is their main amenity floor for level 5. For the historic base and you can see there towards the left an aerial a little aerial vignette. Capturing the essence of the what's going to, you know, be activating these spaces. This this level is going to be more of a backyard, you know. Grill Area, type, experience. We also have amenity spaces at that level. This is where the tower sits on the historic base and so taking advantage of that indoor outdoor relationship between outside amenity spaces and inside with fitness, coworking of wellness area, a dog run towards the South really creates for a vibrant area.

David Marshall: So, we're happy to answer any questions you have, and it should be noted that the building it doesn't fall within the Gaslamp Quarter district. But it is right across the street, so we understand the importance of the relationship between the property and Gaslamp headquarter. And Dania, we are seeking an action in support. We do have support from the CPC as well as the downtown partnership and East Village Association as well.

George- Lincoln Hotel: Is this low income exclusively or market rate and low income?



Denna Ellis: This is Denna Ellis. It's market rates.

Jeremy: Yeah, there will be 433 in total, 11 of them will be below market rate at the 50% in my income level, but the concept, the units are designed in such a way that we can provide them naturally at the middle-income level. Middle income generally means somewhere between approximately 80% to 120%. Design here a lot of what we're thinking about are the folks who are working in downtown San Diego today and in hospitality and government, and a variety of other professions.

Dania Duke: How many stories? How tall is the building?

Jeremy: 37 stories

Dania Duke: And what's your ideal? Breaking ground time. What are you shooting for?

Jeremy: We hope to be in front of the Public Commission Planning Commission within the next few months and if, in a perfect world that which were successful, then it would take us about a year to fully design the building. Obviously, that's a very perfect world, and we can all we all know the world is maybe not perfect, but in a best-case scenario it could be something sometime in 2023.

Jim: Hello this is Jim Shaw. Are there development impact fees with regards to this project?

Jeremy: Certainly, a lot. I don't have that right in front of me, but it's quite a lot.

Jim: Still got an estimate.

Denna Ellis: We can look that up and provide it to you. I think the city has provided a preliminary number, but we don't have it directly right at our fingertips right now.

Jeremy: I'm just looking at our own numbers. It's something of an estimate of 5,000,000 bucks.

Denna Ellis: The only other comment I was going to add before the board may be kind of moved forward is just to note that this project does not have retail and that was a very mindful consideration as we were going through the project with Carrier Johnson and with the city. There's this push for additional retail and we felt like there's already so much retail directly in the Gaslamp that this should really be more of a residential project. And so, I just want to make sure that you recognize that this won't be competing directly.

Jeremy: Our belief is that this project works because it is right next to Gaslamp because it is right next to so much retail restaurants services. The units themselves are 600 square feet on average and 800 square feet. You know, on average, within the San Diego market it is on the smaller side, but it only works in this location because we expect people to be spending more time outside rather than inside, certainly. The there's more room to accommodate folks who want to stay inside more, but this is a project that's, I think quite symbiotic with what the Gaslamp Quarter has to offer. We're very excited about it and then would certainly seek your support.

Laurie: I have a couple questions. It's my understanding that some of the top units are going to be condominiums. That some of the upper units were going to be sold as condominiums and I am just curious how many parking spaces are you now talking about?

Jeremy: The project is positioned as for multifamily, so for rent. There are two bedrooms and three bedrooms. Half the units are but approximately half the units. As parking goes, there are approximately 50 parking spaces.

George- Lincoln Hotel: How many units total?



Jeremy: 443

George- Lincoln Hotel: 50 parking spaces.

Denna Ellis: For Cresleigh Homes, we really kind of believe in that no parking future and we've had this discussion with many, you know, many different groups are that if you build parking, I think Jeremy famous analogy is today it would work in the medium term. But in the future, we'd be over parked, and this is such a key location with proximity to Gaslamp and told all the amenities of downtown. The whole idea is for people to be able to bicycle and to walk and to do those things. A lot of bicycle storage, and doing those types of things, so it's philosophically kind of aligns with our mission that we just don't believe in a lot of purging, especially in an urban location.

Dania Duke: That conversation alone could probably take our entire meeting. Given that we're tight on parking downtown and in the Gaslamp so. Alright, I have a request for action and a letter of support from our board. Before I do that though, I'll ask one more time. Are there any other questions or comments? OK and Matt or David or Denna, what specifically are you asking of our board regarding? An action item or a letter of consent or approval, or what specifically are you asking us for?

Marshall Anderson: So, this this would be a letter. This would be a letter of support. I'm happy to work with you chair and Michael and crafting that we do have letters in from the partnership if you'd like to use those as a template. If you have concerns of parking, you can certainly add those to your letter. You can craft that as your own, but ultimately, yes, a letter of support for the project.

Dania Duke OK. Alright, I will ask for a motion. Would any of the board members like to make a motion with regards to this?

Jeff: I'd like to make a motion that we approve that we support this project.

Dania Duke: Alright, can you give a little more detail?

Jeff: I would like to make a motion that we use Marshall's template as a letter of support for this. Project moving forward.

Dania Duke: OK, any other comment or do we have a second?

Josephine: I can second that.

Dania Duke: Josephine seconds alright. Any comments?

Aaron: I think the parking. Pretty poor planning for 50 spots with 400 units.

Jim: That's why I opposed the project.

Aaron: Can't I can't support that.

George- Lincoln Hotel
Any plans you could modify the project with underground parking?

Denna Ellis: We could look at alternatives and we have started to explore that where we might be able to call you to perk share with someone that's not fully flushed out. So that's something that potentially could augment our part.



Jeremy: If I could have one more comment here. We're designing and building this project for the future of San Diego and obviously the future. And what are the features that five years is? Kind of recognize a pattern of urbanization. Revitalization important and we believe that the folks who are going to live in this project are going to the folks who work in the city and this prime location offers them an opportunity to walk everywhere.

Denna Ellis: Is that reduction in parking also facilitates lower greenhouse gas, which is obviously a major theme for this.

Jim: Well, what I see is it's great, but in the next 5-10 years you're squeezing a lot of businesses out of business cause there's no parking. And what I see in the future is electric cars, so I don't see you know. I mean, I understand the issue with greenhouse gases, but the way I see everything going is everything is going to electric cars, but in the meanwhile the five- or ten-year problem for every 10-year horizon.

Dina Ellis: I think that's part of why we're examining this idea of doing a facilitation and kind of park sharing or leasing some additional parking for the interim period, but that we don't build a building that is in 20 years, very antique. That future is less parking.

Jim: OK, well that's my reason for not proposing.

Denna Ellis: No, I understand I completely understand from your point of view.

Jim: I mean, how many businesses are going to go out of business in the next five years while we wait for that 20-year horizon. Right?

Bob Walter: Hi this is Bob Walter with Cresleigh Homes, and I don't think we're thinking that it's going to be 20 years. I come as you can see by my age, I have millennial children who live in here, they all three of them. None of them have cars. They've they moved into apartment buildings. And they walk and they take public transportation. This building it's going to take as Jeremy said about a year and a half to get the plans done. It'll take us, I would say. Two years to 2 1/2 years to get it built so you're out almost five years from now. You've got several businesses coming in which are easily walkable. The building is bringing in 447 wallets that will shop those businesses every day, not come in just for the weekend or for special event, but they'll be there every single day. I would just urge you to reconsider and think about having that many new wallets in your town and that will have these new jobs from the new office communities that are coming up. Thank you.

Dania Duke: Thank you Robert.

Josephine: quick comments here. I grew up in Sweden and I lived in the city in Sweden and Stockholm, and I never had a car before. I moved to San Diego, and I bought a condo downtown and East Village when I first moved to San Diego, and I walked to work, and I shared the car. I can relate to the lifestyle that they're you know, trying to envision that the future holds for all these urban young people, so it's if you go to other countries, it's very common concept. You walk or take public transportation.

Jim: Hey I have three children. They all have kids or grandkids.

Jim. They live in Carmel Valley. They live in Bay Park, and they all have cars.

Bob Walter: Yeah, I would agree once they move to the suburbs, they do buy cars.

Dania Duke: I have a question for the group. Which is do you have parameters in place regarding home sharing or Airbnb being these units?

Deena Ellis: No, we do not.



Jeremy: Designed them for the purpose of living, you know, lot of multifamily living. I think we understand that that's a hot topic in the in the city and we certainly would adhere to. the regulations that govern. So, our purpose and our intent are to is to build this for residents.

Dania Duke: And these units are other than the two items that you may have some of those units, they're micro units as I understand it. What's the average square footage of one of your units?

Jeremy: 600. City calls it microunits. We don't really love that.

Dania Duke: Any other questions or comments on for them?

Aaron: Do you guys have any plans in place for homeless?

Denna Ellis: You mean from an architecture perspective, a design perspective?

Aaron: obviously you guys are going to put something in there and you know you're going to push people around and or you're talking about everyone walking and no parking. It's my understanding that most people are afraid to walk in that area or in the East Village at night because of the homeless. I that that's where I think people want to get back in their cars.

Marshall Anderson: Well, I think just activating the space speaks to that. You have all those folks coming in and out of the building. And again, these are folks, probably millennials, who are working those tech jobs downtown who all want to live, work, and play in the same geographic space who activating that area to begin with is going to be helpful. We can work to stay involved, whether it's with some of the providers or the city themselves, or as I mentioned to George by way of the Committee on Downtown Homelessness.

Dania Duke: Marshall, I had a question, isn't that the East Village Peabody?

Marshall Anderson: Well, these village is the bid.

Dania Duke: The money generated from that will go to East Village. Not the Gaslamp.

Marshall Anderson: It would not go to Gaslamp Quarter, that's yeah, but again, there's. There is an ancillary improvement, because you're going to have all Bob was talking about with all those wallets and the influx of cash in the immediate vicinity. There would certainly be an economic impact.

Dania Duke: Got it. Anybody have any other questions or comments? We're going to go to a vote. I just want I just want to make sure. Are there any changes to the motion Jeff? Before we move.

Jeff: Yeah, no I don't have any changes to the motion. Thank you.

Dania Duke: Alright, very good. Alright, if everyone who is a voting member of the board can go down to at the bottom of your Toolbar there should be an icon that says reactions and it will. It will say raise hand. Please raise your hand. So, with that I will ask for all those in favor. To support the Cresleigh Homes project on island between 6th and 7th St. All yes raise your hand. All those in favor.

Please vote, raise your hand. Thank you, Nate. Joe... Nay: Jim, Aaron

Alma: Yes, so we have 7 yes. 2 no's and 1 abstention.



Dania Duke: OK, alright so moved.

Dania Duke: And, uh, Jeff, if I could ask you since you proposed the motion, I would love it if you could circle back with myself, and Michael and we'll get with Marshall and prepare a letter.

Jeff: Happy to, great.

Dania Duke: All right, thank you very much. Thank you. Thank you very much, Robert and team for being here today and presenting to us. Thank you.

Marshall Anderson: Thanks for having us and thanks for the extra time, thank you very much.

Dania Duke: You're welcome you, Marshall. Thank you, Jeremy. Thank you, Matt. All right, next time we're going to move on to our liaison reports, and I'd like to welcome our San Diego Police Department.

Captain Larry Turner: Hello, good afternoon, Larry Turner here at central.

Dania Duke: Good afternoon.

Captain Larry Turner: The Captain Peterson and the Lieutenant Clendenen had already left, but they were here for most of that last brief. Just wanted to hit a couple points for you quick. First off, just to review, it's been a little bit, but since the New Year's Eve operation we had down there. Violent activity going on down there and all of it was, you know, common sense. It would be alcohol related. We had 40 arrests and a really big number 13 plus people who were not arrested who had they were just so overly in talks that they had to be taken by medics, to a hospital so a lot of a lot of over serving, but also a lot of pre-gaming that was going on so just a whole lot of bad behavior that evening, but I think the operation went down well with the planning and appreciate the coordination between your team and the Gaslamp Enforcement team. Switching over to the Gaslamp Enforcement team, as you know, started. We've got Sergeant Trevor Phillips, who's taken over. So, for those of you that haven't had a chance to meet him, I'm sure you'll see him out there, and I just want to touch on George at the Lincoln Hotel. Just we've spoken before I can reach out to you, I think I still have your phone number. Type of activity you're mentioning there at the beginning of the session with the new and larger number of transients that are outside your area there, and we try we can see if we can figure something out and get a course of action in place to try to help you.

George- Lincoln Hotel: do I call you to set up a meeting?

Captain Larry Turner: I can call you after the meeting.

Dania Duke: Thank you very much Larry. Anybody have any comments or questions for Larry?

Jeff: I have a question I I'm just curious to know how motocross went this past weekend, you know, in comparison to the monster trucks.

Captain Larry Turner: I wasn't at the monster truck; you know I heard that it went well. I was at the Supercross, and I tell you that went well by comparison to the number of incidents we had the prior supercross, we were down quite a bit.

Jeff: Thank you.

Dania Duke: Great, well I would just on a on a personal note. Professional note like to thank you Larry and your other support teams.



Homeless situation on going over and around the J Street, 6th St 7th St, Ballpark Storage areas and all the challenges that that were ongoing and that we've been having there regarding graffiti. So, the homeless situation and vagrancy and it has improved. It's not solved but it's improved greatly and certainly the response has been really appreciated by the entire staff there so thank you.

Captain Larry Turner: Oh thanks, I'm glad you're seeing the improvement.

Dania Duke: Thank you very much. OK great next clean and safe. I'm not seeing Alonzo on is someone else from clean and safe here. Alright, very good. Uh, we will move on then. Do we have any other comment?

Sean- City Economic Development: Hello Sean here, I do have a couple updates. One is the small Business Relief Fund that is in partnership with the San Diego Foundation that is so there's multiple programs out there. There's a county one. There is one with the partnership with the San Diego Foundation, another community partner. That one is finishing up will continue to be made through early February. Currently, the most recent numbers we have over 80% of the small business grants are going to communities. Over 25% are going to Black owned businesses. Please let me know if you've applied for any of these and you haven't heard back. We had we can check in on those applications for you and my other update is with respect to ARPA funding. Through the city of San Diego, we have some microgrant. C building programs \$400,000 that we dedicated to nonprofits serving small businesses and under resourced communities. So, at this time, we've made we've awarded 22 organizations \$380,000 and we're working on the last one, and those dollars need to be expended by the end of the fiscal year so that there's are five months on that timeline, so we do have one more open. If anyone is interested in that, think they qualify, let me know. There's always potential for getting that funding out, and there's potential for more funding next year. So please reach out to me if I should know about your organization or if you haven't heard of those before. Thanks for the time.

Dania Duke: That's fantastic, thank you Sean. That's great news. Thanks for joining us today. Anyone else? OK, I'm going to move along now to the approval of the minutes. From our December 4th Board of Directors meeting. Do I have a motion to approve the Minutes?

Laurie: I'll approve

Jeff: I will last second.

Dania Duke: Thank you Jeff. All right, all those in favor say I raise your hand. Very good, all right. So moved up next. We will move on to our new business and I'd love to invite Laurel. Good afternoon, welcome for our marketing and events updates.

Laurel McFarlane: HI, how's everyone doing? Nice to virtually see everyone, so we had a lot of great things happen over the holidays. Hopefully you all saw that, but our big holiday campaign started with which we already shared with Small Business Saturday, Thanksgiving, and then we moved into December. December included the pet parade and pups in the pub party. It included Christmas and New Year's Eve promotions as well as the Holiday Bowl promotion. And then we did continually Gaslamp ongoing promotions and our digital advertising campaign. Here's a little just quick recap and all. We were on the local section featured in the Union Tribune and one of the things I really went after was influencers for And we're we got super JoJo corgi as our Grand Marshall who has over 100,000 followers. So that was super exciting. And we also got some other dogs. Got a lot of TV, a lot of promotion. First time we did our also our pub, so we got different breweries. We got them to come in and donate the beer, so we had a little brewery afterwards that people could watch the awards and pay for a beer and get tastings and it really was social and it was fun and we're going to grow on that. It was fun, and everyone stayed. So, it was very successful. Then we moved on to the Gaslamp Quarter holidays. We did get some coverage in regarding holidays and everything that Gaslamp is doing it kind of shows you there. We did Google ad performances that had over 913,000 impressions. Michael was kind of tired of doing TV interviews, so we are constantly



on TV about the place to be for New Year's Eve, so that kind of gives you a recap of the New Year's Eve as well. Does anybody have any question about the holiday program?

Our biggest goal through the holiday program was every time you turned on the TV. Every time you looked at social media. Every time it was constantly the Gaslamp was just being brought up and we really did fulfill that plan. So, it was nice to see that and then I think some of you guys might have seen that we changed all the bike racks to the holiday banners. So, as we go into the holidays, one of the things we're going to be working on is the big game Sunday. As you know, we can't call it Super Bowl, but it's promoting the come down to the Gaslamp and watch the big game. We're looking at bringing in a football throwing machine that would go kind of how the bull bash, how they did that game, so people come down on 5th Ave. And then on Valentine's Day. We're going to do a free photo booth, but we're going to do that down by the wine bank. And we're also planning the taste of Gaslamp. We also are still doing Taco Tuesday and Thursday. Thursday, we're working on a Saint Patrick's Day as just an overall campaign and branding that it's been three years since people have celebrated Saint Patrick's Day in general and not just Shamrock. That's down here. We're going to start now reaching out to influencers and writers across the country and inviting them to come and write stories. The other thing we're doing for Opening Day is a silkscreen van so this will be decal with the Gaslamp. It'll be in the Gaslamp and basically that will produce approximately 6070 shirts per hour, and we'll have different messages like 4 different designs. That'll be a fun mix of baseball and Gaslamp. And you can get this free shirt with this Gaslamp branding and we're going to give out 700 of those that people can pick from. So, it's kind of a fun. This is Easter. We didn't want to go super like Easter Basket you know cause but what we wanted to do was more springtime. So, this would be Sunday noon to five. It would be a pop-up plant shop and free succulent bar. So, we're working with in nursery to bring out the plants. That they could sell, but then people could also walk away with a succulent and then they would get this photo op that they could take a selfie station with and then they could also proof of parking and get a little free succulent branded Gaslamp pot. We're really excited about this. This would be a summer rooftop music series that we're working on putting the final touches on, but it's basically would be female artists, so it's a Gaslamp summer rooftop music series by women for Everyone and Dania can talk a little more about it as well, but it's basically four months June, July, August, September the last Thursday of the month. These are kind of different ideas of what we could do we're working with Sasha. On the whole programming of it, and basically it would be 8 to midnight. People could go in advance and take dinner packages and it would be curated by Sasha. Dania, do you want to speak anymore on that?

Dania Duke

No, I think you covered it well. You know that there is an opportunity to sell potentially 350 to 450 tickets. And I think it's going to be a lot of fun. Hopefully some new people down in the Gaslamp too. Trying to, you know, change the image a little bit of. Thanks Laurel

Laurel McFarlane: Thank you.

Dania Duke

OK, fantastic. Laurel has also everybody knows that her helping us with curbside. And she has some recommendations for us regarding some supplemental cleaning.

Laurel McFarlane: Obviously I've been doing curbside, which is about closing, but we've been working with clean and safe and cleaning and trying to come up with ways to make the Gaslamp look nicer. And Kevin is kind of our lead person and he's been working on some ideas, so I'm just going to go through them, and these are just some of our thoughts on how to make the Gaslamp look a little bit more cohesive. One of the things are these planter barriers in the Gaslamp currently. Basically, parklets look different, but our thought was that we could potentially create these as these would all match. Also, city to create new signs for our meter poles. These are currently our curbside. To also pressure wash and brush clean so these are the kiosks is so maybe painting the kiosks and vibrant colors like orange, blue or yellow, not just black like and I know that's our color might be going to get some PDO but doing something a little more fun and vibrant. The other thing is the Gaslamp curbside, clean to pressure wash and brush because you can see how our utility boxes, we put these nice like brand it, but they just they look horrible now so us to kind of. This is also a portable pressure washer that we could use as well in certain places. Just when clean and safe, we can't go around and have that portable pressure washer to help clean and safe. It's just a way to help enhance.



Aaron: I think it's great.

Jeff: Yeah, I, I think it's a no brainer. There's a, there's another sweeper out there. It's called the Billy Goat. Maybe it's a little more powerful and easier for the person who's using it to clean up with. And then can I make a motion that we allocate funds to buy this stuff like yesterday?

Aaron: I will second that.

Dania Duke: I'm commenting out as a voting member on the motion and I'm requesting that we support the motion to purchase the cleaning equipment. And then bring it back to the board and the Executive Board to approve the cost and the purchase.

Jeff: Me, works for me.

Laurie: I absolutely agree.

Dania Duke: Motion on the floor.

Jeff: Sure, I would like to make a motion that we support this project with the caveat that it's resubmitted to the board and the Executive Board with plan A with what you've already done and a Plan B option for heavy duty commercial grade, with the emphasis going on Plan B, because I think that's the way we should go.

Laurel McFarlane: OK.

Dania Duke: And looks like Aaron giving a second. Thank you, Aaron, alright. All right, all those in favor, aye? Aaron, Bruce,

Thank you, Bruce. OK great so moved unanimous, very good.

Laurel McFarlane: Thank you everyone.

Dania Duke: next on our agenda was the redevelopment update from Sumeet and he contacted me during our meeting here and he is tight with something and can't do that today with us, he promises he'll be at our next board meeting and present that next on our agenda in new business is the vending ordinance and we've got a quick slide there, basically explaining it. But it will be discussed at the next economic development and Intergovernmental Relations Committee in February and reviewed for the next Council meeting. And this came from Council President Illo Rivera, so it looks as if we all need to be at that committee meeting. Alright, uh, any questions or comments on that?

Dania Duke: OK, the Gaslamp Promenade update. Basically, we contacted the mayor's office. And all the constituents, and we're setting up a meeting. It looks like it's going to be the third week of February. We've got some updates that are coming from them soon, so as soon as we get those, we'll get those out to everyone. Basically, we made a list of clarifications that we want to understand the responsibilities by organization. The status of the EDA grant permitting in the construction timeline, the maintenance and operations piece is still unanswered. And the PDO revision, and then obviously phase one start date. We're waiting on all those updates, and it looks like right now the tentative meeting date is on February 18th. Friday, February 18th, but we're waiting for confirmation. Uh, so that's the latest on the promenade. We will keep you posted. Uh, the next new business basically is around the Police Department special event fee increase. For future Year' 24 and up. As you can see. It's going up significantly. It was approved unanimously. And so basically the traffic control rates are going from \$23.00 to \$55 an hour. And then the police officer services are going from 178 or sorry are being raised 178 which is an 80% increase. And so on and so forth. So, we are working with the bids. All the bids were opposed at this committee meeting and then the next steps are attending the City Council meeting in February. And we're going to be opposing the fee increase and as well requesting additional nonprofit support. Comments, questions anybody else? OK. Let's see, I do have on the agenda. I do have a lawsuit update, which is that the lawsuit was settled. We are working out the post details and paperwork. Currently waiting on the settlement



agreement so that'll get moving forward. I would think in the next week and we'll be able to report that everything has been finalized and buttoned up by our next board meeting. Any old business?

OK, well our next executive Board meeting is on Wednesday, February 16th. Our next board of Directors meeting is on Wednesday, February 23rd. Thank you everyone for attending today. I appreciate it.

MEETING ADJOURNMENT – Dania adjourned meeting
zoom meeting ended: 1 hour 43 minutes