



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, October 26th, 2022, | 3:30 PM  
Marriott Gaslamp

Present Board Members	Absent Board Members	GQA Staff
Cindy Blair Josefine Jandinger Laurie Peters Kim Aron Langellier Carlos Becerra Jeffrey Burg Stephen Sherman Nathan Wing Mikey G	Howard Greenberg Nathan Wing Wayne Partello Bruce Getz Stephen Sherman Joe Santos	Alma Ascencio Michael Trimble

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

Aron Langellier  
Josefine Jandinger  
Jeff Burg

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

Michael Trimble: I'm going to call this meeting to order. I like to welcome everyone to the October's Gaslamp Quarter Association Board of Directors meeting. It's great to see everybody, so I'm calling this meeting to order. So, we're going to move onto the non-agenda public comment. I know we have a few individuals here that would like to speak. Let's move with Alonzo from Clean & Safe.

Alonzo: Hello, everyone. Every neighborhood is going through this issue the trash and taking trash out. It's an ongoing issue. It's something we've been trying to research for the past two years. Every solution that we found has been anywhere between \$5,000 to \$10,000 a trash can. Obviously, that's not something sustainable. That's not something we want to invest. The city of San Francisco is having the same issue. They spent like \$15,000 on the trash can. And homeless like rip through it within like 2 weeks. So, we had we had a meeting with Big Belly. They've been around the business for a long time. Their trash cans are expensive. They're like \$10,000. It just didn't make sense, so we sat down with them about a year ago and we said, can you design? Can you design the trash can for us? That's a basic trash can, so they ended up designing one just a little bit under \$2000.00. So, all things considered, they're about the same price point that developers are paying for some. We're done with the installation down in 5th Ave. It's going to be a pilot project. Hopefully it's a successful pilot project if it is. Michael, I can work with you as far as finding you know, finding other funding streams that



we can install more, but we started down on L Street. And we went all the way up to G Street, so it's 11. It's about a little bit over \$20,000 of investment to the Gaslamp Quarter. The last update is we have our clean and safe app that it's official. Rollout this month. So, I know a lot of folks usually get it done app. It's good for those type of things for three-hour process, but when it comes to clean and Safety issues. The best method moving forward to reach out to us and have documentation is a clean and safe app. It's a free app. Since we launched, we've had over 600 requests. And I also have some Flyers.

Mikey G: OK, so my question is how to differentiate so like a hole in the sidewalk, a person hanging out on your patio.

Alonzo: So, we hired a dispatcher, when we first launched, we were getting so many requests from residents and business owners. They were like, oh, snap, like we're going to need like this is like a full-time job. And we never anticipated so many requests. So, we're probably going to get thousands of requests. We didn't spit for it to happen so fast because everyone's so used to texting us and calling us even reaching out to me on my personal cell. Sure enough, overnight, like we're just getting flooded with which is a good thing that's what we want.

Jeff Burg: So, what's the turn off for acknowledgement. Someone submits them.

Alonzo: So, it depends. So, I would say Monday through Friday. It's still kind of like, even though it's we're pushing it out, it's still technically a pilot. Right now, the acknowledge is about an hour. So, it gets taken care of an hour if you do it through the get it done app and it's no fault through the city. It could take 48 hours until we get that ticket from, they get it done at people, so that's why I'm saying. 2 hours might sound like a lot, but that's still better than having to wait two or three days. You get an acknowledgement on the side that tells you if it's being completed. If it also will tell you if it hasn't.

Michael Trimble: Will you be able to review monthly data with me in terms of what's submitted from the association or neighborhood?

Alonzo: Absolutely.

Michael Trimble: perfect. Thanks! Any questions for Alonzo. Thank you, thanks Alonzo. Officer Larry Turner how are you?

Officer Larry Turner: I was going to tell you the Central division. The lead time on our non-emergency number, we're short 31 call takers as of last week I heard so we have great call takers. They get trained. Apologies on the hold we're doing our best to try to hire call takers. I apologize if I haven't gone back to some of you on your emails. I'm trying to get through them, but I'm just buried in them. Right now. There's something that needs Quick retention, please let me know after the meeting or give Me a call or send the e-mail again please. Thank you, any questions?

Michael Trimble

Alright, economic development Latrell how are you?

Latrell: This is my first time here in person, so it is very nice to see all of you. First one, I want to touch on, is our business engagement for the month of September. So, we tried to report these out at all our community meetings. The inquiries that we respond to from small businesses across the city for the month of September, we responded to 40 increases from small businesses across the city of San Diego with a 90% response rate within two business.

Our goal is an apartment is always to ensure that we respond as quickly as possible for the inquiries that we get and these inquiries range everything from the programs that we offer as a department and two different city initiatives and departments as well.

So, if you do have a question and you're trying to get in touch with your department, if you haven't had success, you can always reach out to us at SD business at San Diego. Dot Gov and we will do. Or best to connect you with someone who's a. Such experience groups. In the department, that e-mail inbox is monitored daily by of our colleagues that currently is my



colleague, Jerry Diana. She's the one that's on it in months. Every day. I'm her backup, so there is someone that is checking that inbox every business day of the.

The next thing that I want to cover, are site visits. So, every year we do our annual contract monitoring for all our assessment district contractors that go through the Economic Development Department. Michael and I have already talked about. That, and so I'll be working with him to get that scheduled. The purpose of those really is just to A, you know, make sure that we're doing our due diligence with our contractors to make sure that they're following the provisions of their agreements. But it's also an opportunity for us to make sure that our contractors, and if we have new staff you know, understand the provisions of those agreements, and answer any questions and just making sure. That we're being as helpful as possible and meet. Partners are making sure that those agreements are being well executed on both sides. One more announcement specific to our department. Our small business engagement. Team which is the team that I am on. We are currently accepting applications for A. Paid student intern. So, you are aware of any college students that are interested in small business engagement, small business programs, and working with the great community that we have in San Diego. There is a link that I can share with Michael. As that and we are accepting applications until November 30th. So just wanted to put that out there and make that announcement so we do love to bring 3 candidates that come to our department later and then the last thing that I have is about the single use plastics ordinance that will be going to council tomorrow. In 2019, the city passed facilities Plastics reduction Ordinance that was challenged in the courts and enforcement. The state, but now. After an environmental impact report was prepared, it's going back to council for a vote. The proposed ordinance is like the previous one that was passed. Request utensils made from plastic or bioplastic. Takeout straws made of plastic or bioplastic takeout or dine-in. There will be a 12-month delay in implementation. For businesses with. Income less than \$500,000 a year and waivers will also be available for feasibility-based hardship where there is no alternative. That exists would be a good fit for business. Financial hardship for businesses with income less than \$500,000 a year and contractual requirements. Are 1 year, waiver for businesses with a track to purchase non-compliant material and that was in place before the ordinance, but that was a detail that I have here. If the ordinance passes and we anticipate. That it will. Be implemented sometime in April 2023. I don't have too many additional details currently. Once that comes back from Council tomorrow. We'll be able to have more details, get good contact in case we have relevant questions for the appropriate department, since it's another department that's taking that ordinance. There we're mentioning it just because obviously we work with all the city small businesses, so we just want to make sure, that we're being communicative about the resolutions that go before Council that impact our small business community. So just for everyone's awareness, we wanted to raise that. If there is time for any questions happy to take them.

Cindy: I'm curious, you know? Through this year and including through this last month. It has been difficult to get paper product. All the paper products. In my instance, is the five ounces paper cup, you know, and it's been available. Through U.S. Foods our major suppliers through restaurant depot are the Styrofoam. Now, if this doesn't come into pass until April 23, maybe the supply chain will be fully corrected by then, but you are aware that the supply chain is still a problem for a lot of our restaurants.

Latrell: We do hear those concerns a lot on the different issues that we deal with, with small businesses across the city, it might be a good opportunity during the public comment section at the Council meeting to tune in so that Council has that information, so that informs some of the feedback that they get.

Michael Trimble: Thank you Latrell.

Latrell: Oh, I almost forgot, you asked me to do this. I come bearing gifts for the association, so just telling Michael before the meeting this is, I think one of the original banners for the association from like the 1980s when the district was formed. And so, I just wanted to make sure that we gave this.

Michael Trimble: Thank you Latrell appreciate. Official handoff thing. Thank you. All right, I don't see Rhiannon here, but I do see Coda here. How are you, Sir?



Deputy Director of Community Engagement: Coda I'm good guys. How are you all doing?

My name is Coda I'm the deputy director of community engagement. So, I also wanted to let you know that we had a big meeting yesterday with the mayor's office and PD and Transportation and DSD and I'd love to have you elaborate. A little bit on that as well. We were talking street that thing which I know is your guy's favorite topic as well too. And I think all of us can agree that what's out there right now isn't really cutting it. We're still seeing a lot of the illegal vendors and a lot of a lack of responsiveness from them as we go out there and try to course this, so we're trying to figure out other ways that we can approach this to make sure that we send a clear message that illegal vending is not allowed in the Gaslamp quarter and so we met with you all yesterday as well as SDPD as well, development services talk about how we approach this, so we're going to be taking a little bit of a top level approach here.

So right now, what we have out there is code enforcement officers paired with SDPD. There is obviously the safety concern because it is a rowdy crowd. It is late at night and many time. An enforcement officer does come out there. You get a whole truck crowd. That's really kind of, you know. Coming down on the situation, so we have SDPD paired up with them to protect them. They cannot be the first touch point. The city's municipal code prohibits that the state law prohibits that it must be an administrative enforcement first. PPE can be there to help support and protect, but it does have to be a code enforcement. What we're seeing out there a lot right now is that vendors are refusing to show an ID. Just saying I don't have one or they're refusing to show their permit, at which point we can't really do anything there because there's no information to go off, so we really can't even impound those items or the vending equipment. Because who's going to show up to collect them? You know way to track that right? So, the tough love approach that we want to begin implementing and the path that we want to go down is impounding. Sorry, discarding them. So, this is going to be a big effort without only development services as HDPE, but also our environmental services folks that people do waste collection. Our idea I guess here is to basically have a big dump truck that's in the Gaslamp area and anytime somebody refuses to present identification for us to be able to force against them, we're going to confiscate those materials. This is a huge change in direction, right? It is a head. It's honestly the heaviest of hands. Our hope here is that we send this clear message a couple of times, and it becomes basically infeasible for a vendor to operate out of this area. And I think all of us can agree that we're seeing large numbers down here. We want to make it a tough, difficult decision for them or business decision for them. This is going to take a while to ramp up. We're looking at not only do you have 5th Ave closed right now, but these are narrow streets you have. Large crowd, you know, rowdy crowds getting a dump truck down here in the middle of the night is a huge, huge logistical challenge. So, we not only have to come up with the traffic plan we also come to come up with the safety plan and then also how do we protect the city staff that are there when they come? Because you know the altercation that is going to happen, right? Want to have it this is I think the any way that we can kind of curve this now? Before this done it gets a little bit too. Entrenched and so that's what stuff is going on right now. We, the mayor, gave direction earlier today to move down this path that is obviously a midterm to long term solution. The code enforcement officer paired up with the PPE we're also engaged with stormwater because I know drainage issues and illegal discharge is another huge aspect of this County health is also in the conversation. They've been hesitant to come back to the Gaslamp area, and we also feel that with all this other enforcement. County may not need to step in just yet, but we're enforcing as the licensing the permitting. Plus, the illegal discharge of the drains. And then moreover, we're just ramping up all the crews that are doing this work, so environmental services have added another crew and development services has added more staff positions. More of the recruitment will be pulling from officers that would be enforcing for the short-term rental ordinance to be able to focus more efforts and resources. We'll do some soft enforcement as well to additional signage. There are currently no signs in the area. We need that clear signage so we can go to them. When we do have this heavy-handed enforcement approach of saying you have known that you are not allowed to be in this area. Help us spread this message to them. Not only just the folks that are running the show, but the vendors themselves that on the streets. We need to spread this message far and wide. We need to educate and educate. Educate so that way it gives us the opportunity.

Michael Trimble: We're going to take our bike rack banners on 5th Ave and have it in Spanish and English. Every block, both sides, so it's. Big and clear and as soon as you have that language if you have it tomorrow.



Deputy Director of Community Engagement: Coda: Perfect, I think that might be all on the enforcement front Mike was the Direct Line. The leadership, my boss's boss in our office. So, he's been a good bulldog for you guys and advocate for this. And then I'm glad we're seeing this movement. I also represent other communities throughout the city. An area everywhere, pretty much, except for Balboa Parks. It's consolidated. The Gaslamp is probably getting hit the hardest. Right now, we know we need to have a stronger presence, stronger enforcement, and really allocate all our resources to this area. Are there any questions on that?

Mikey G: This repetitive, but for the for the benefit of the group. So, the way you just described that is if the code enforcement has already been out when was that exactly?

Deputy Director of Community Engagement: Coda That code enforcement doesn't come out past 8:00 PM, but that's what we're going to resolve.

Mikey G: Just want to be clear though, just presented that was we're going to code enforcement is going to continue to go out with PD, so when was code enforcement out.

Deputy Director of Community Engagement: Coda: What I've been told is they're out multiple times a week, but I know through our conversations as well too, that they're not out past 8:00 PM. That's the issue we're trying to

Mikey G: OK, so that was that was that wasn't there was a little disingenuous right there, so they haven't nobody. So, has anybody you said you said specifically? We have been trying to enforce this. It hasn't worked or however you phrased it. I'm just asking what enforcement has taken place to this point.

Deputy Director of Community Engagement: Coda: I've been told code enforcement is out there alright, but I know that through our discussions.

Mikey G: They have so OK. So, when is PD going to pair up with code enforcement specifically when?

Deputy Director of Community Engagement: Coda: Starting as early as this weekend, so this weekend PD, that's the direction that we're heading in.

Mikey G: OK, so after 8:00 o'clock this weekend, either Friday or Saturday, we're going to see go to and they do realize it's Halloween weekend, so that's not going to be the reason that they decided that they can't do it. And Halloween, that's not going to be an issue, right? OK, next question. What specific law are you referring to that says that PD can't be the top of the spear here.

Deputy Director of Community Engagement: Coda: State law SB-946 I believe is the law.

Mikey G: We're not enforcing the no vendor ordinance; we're enforcing something else because there's a no vending ordinance in the Gaslamp.

Deputy Director of Community Engagement: Coda: So, there's two laws here, right? Which is the state law that decriminalized street Vending is what resulted in the city's street vendor. To that in response it allows cities to create their own municipal codes on this our local ordinance. Does not allow SDPD to be in. The first point of attack and enforcing defending it must be an administrative that is in line with the Senate Bill 946, which decriminalized street vending statewide put the burden on local municipalities to create their own ordinances so state law says law enforcement can't be the first one to make contact or local laws. Here is the exact same way.



Mikey G: Unlike everybody else, we have a separate ordinance that we think can be enforced in a different way. But let's set that aside. Next question is. You said it's going to be a long process. I appreciate you being real about. Can we get some indication of what this timeline looks like.

Deputy Director of Community Engagement: Coda: We gave direction today, literally this happened. We had our meeting yesterday and we put it in front of mayor today and so their staff working on it. Right now, I can circle back with you on the exact line here, but we're a couple of hours after telling people that you guys have and so I'll know. Moreover, the next week or two as we kind of ramp this up. Obviously, there's some action items that. Are a little bit more urgent, a little bit more short term. Essentially, the signage or the rollout of the education piece like that. This whole dump truck issue and the long-term solution there. I don't really know how to design.

Mikey G: On it, that's a good segue into my next point. I opened this up to the other liaisons to comment, so we're contemplating internally in our executive committee. Will have a conversation with the board either today or soon. The rest of the board we're contemplating reopening the street. And we would we want to understand how that may impact some of certainly PD and cleaning states. It sounds like if we do that, if we reopen the street, that will help your situation with the dump truck.

Deputy Director of Community Engagement: Coda: I'd rather you guys not be open the street because now you have a whole other issue of pedestrians in the street.

Mikey G: That's an issue you guys have and you know that's something to do with you have an issue. Also, we can't continue to open the street and allow this to continue, so our best the only thing we have left to do is reopen the street and let the chips fall where they may. We're not in the public safety business. We're in the operating our restaurant business so, it sounds like if we reopen the street, the dump truck that will help the dump trucks potentially help the dump truck situation, yeah?

Deputy Director of Community Engagement: Coda: Potentially could help it. I think it opens a whole other sort of issues as well too.

Mikey G: There's nobody in this room who isn't dealing with them every. Single night so like really? Like incredibly engaged, so you can. You can rest assured we'd be happy to pass out. Whatever letter or communicate whatever it is that you're that you're doing. I won't speak for the board when I say this approach sounds like a kick. The can down the road, it sounds you know, educating people on. What the law is? Who could care less about the law? Sounds like a waste of time. My opinion. I'm not speaking for the board, so. That's how I feel. About it, but so if you if we open the street. You're going to have to move this timeline along. Is how is how we feel about it. Just you know that's how we feel because we're only encouraging them because we're giving them more space to operate, that's our impression so. Does it impact PD or clean? Any other way that we should be aware?

Officer Larry Turner: Of when we're talking about this, had this conversation with The Gaslamp enforcement team. They felt that it would help alleviate. I can get back to them and reach out to you. And you know tomorrow morning to see if that position has changed. But last time we had a conversation about this.

Michael Trimble: One thing we need to consider is we have a permit with the city, and if we're going to do this you know on a temporary basis. To enforce the ordinance, that would be something we could do. We're not talking about opening in terms of not going backwards, right, right so. I mean to anything to move this illegal vending out of the Gaslamp Quarter as quickly as possible is our goal because I mean.



Deputy Director of Community Engagement: Coda: You said impound, but you also said dispose, so the approach that we're putting forward is disposed. Because we see impounding as not really a realistic option here, because these individuals don't present ID, they don't present a permit, and so yeah, we're going to collect this. And then we're going to take it to a storage center that's nobody's ever going to collect it. Right? Or if somebody does show up. How are we going? To prove that it's theirs, so that's why we're going to go this full blown. Out of just fully disposing. Throwing it in the background, letting that smash it.

Mikey G: Sounds like things are going to move in the right direction. We hope that they can move swiftly. The problem is multiplying, and the longer we take, the more work you're going to have to do and the more money.

Michael Trimble: I know that you're here and you're talking to the bike team, so if this is happening this weekend, the bike team is going to be working with code enforcement.

Officer Larry Turner: There's like full support. There aren't that many code enforcement folks. So, we're only talking like 2.

Deputy Director of Community Engagement: Coda: Like I said, that's the shift that we're trying to do right now is overtime for these code enforcement officers, because it's really, there's no sense for them to be here 7:50pm, the problem is 11pm to 2:00 AM right.

Michael Trimble: Thank you, thank you coda, I appreciate it. All right, we have another presentation North County Transit District is here

Chief Building Officer County Transit District: My name is Scott Moshe. I'm deputy chief building officer for Milk County Transit District. And what we're going to talk about this afternoon and kind of give you a where we're at with it where it's going and open the floor for any questions or additional information Projected details, located between 1<sup>st</sup> and 5<sup>th</sup> avenues in downtown San Diego. 850ft platform with eight passenger car capacity. Signal equipment upgrades at five grade-crossings: Ketner Blvd., market street, front street, first avenue and fifth avenue. Includes new sliding track to increase freight capacity. \$33 million projected cost – fully funded. Status, construction anticipated fall 2023- early 2024. And we're looking at construction days, that's going to last about two years.

Michael Trimble: A quick question about your lines and time that they run, obviously. We're a destination or a later night destination. Would that be something to take into consideration? Having later trains head up into the north county from the stop?

Scott - Yeah, so as it is. Right now, we run our typical schedule. That's a seven-day schedule. We do have additional weight trains. That run on Saturday.

Michael Trimble: Late Padre games, late nights in the Gaslamp.

Cindy: Excited to have this opportunity to have people come all the way down. We are still look real concerned about the intersection and traffic build up. I live above the harbor and directly above your Harbord Market Street intersection. Which is often impacted by freight trains at night. Most of you may know we have a lot. More freight trains. At night, because we have so many people living downtown. So much traffic for this will exacerbate that. Love for this to happen. I am concerned because they haven't been able to figure out the traffic as you can speak and sometimes people are held up 15 minutes or more. Including pedestrians and when your train stop. I'd watch the pedestrians climb between cars, and that's very scary and our bigger crowd and our younger drunk crowds down here.



Laurie: Yeah, I've looked at the Convention Center. For years and I used to do body blocks to keep the conventioners from cutting through. The freight trains at lunchtime. And so, you need to be very concerned about the safety of the people who are downtown.

Michael Trimble: Well, thanks for the presentation, appreciate it. All right? Moving on, I'd like to introduce Marshall Anderson from California strategies and Ben.

Marshall: Hey everyone, I'm Marshall and along with my partner Ben here at California strategies. We are a local and statewide lobbying public affairs. For out here in California we understand you all are dealing with a myriad of challenges. I think couple of which we spoke to today, sidewalk vending, homelessness, public safety. So really, what we are here to do is tell you a little bit about ourselves. We know you're potentially looking at bringing in a firm to assist with your advocacy efforts not just on these two issues, perhaps future projects future pieces of legislation that could impact you all and your membership. So, with that just a little bit about myself and I see some familiar faces again Marshall Prior to joining California Strategies, I was with the downtown- San Diego partnership. I headed up their government affairs Department and Economic Development Department. We're very close with Michael and several of you. On different initiatives in and around downtown. Before that I was with the County of San Diego advice policy for supervisor. Direct talks, and they'll primarily land use, environmental issues. And some public safety. I was with the mayor's office. Mayor Kevin Fog, Mayor, handling his City Council affair services. We've been to this office has been up and running. Since 2006. And be able to Represent a variety of clients as the firm does statewide. Just want to note we do represent two other trade organizations. Currently that's NAIOP the Commercial Developers Association and BOMA. The building owners and Managers association. Of course, I have experience with the trade org and the partnership of that spent a long time over the Chamber of Commerce. Our specialty is really coalition building in developing solutions to complex problems, I'll turn it over for any questions.

Mikey G: I guess I have one, so a lot of us are new to this type of relationship and we're still trying to understand it, so you obviously heard you're here present for the issue we have with the hot dog vendors had you guys been on board? How would you be able to step in? And help with that situation.

Marshall: So, you're doing all the right things currently and thanks, Michael. Attended the meeting yesterday with the mayor's office and this is an issue we used to work on. To be frank if you keep sending code enforcement out there. I mean we just saw what happened when they get go out, they get the hurt. There's a mob mentality and they can't enforce. Force the penalty. I've seen in Santa Monica they're using police to enforce, so that's just one tool in the toolbox. If it goes back to the state and you need some cleanup language, I mean the mayor's office has its own Intergovernmental relations Reps. We do have our partners in Sacramento office, so maybe that's another route there. Let's getting that timeline on paper. Let's hold them accountable. And then on homelessness, I think, is another.

Mikey G: One more question, I'll open it every else when you mentioned the mayor needing cover, can you explain that?  
Marshall: A very vocal minority of folks, they call them themselves activists. They say they're speaking on behalf of homeless individuals and frankly have a lot of political sway. So, where this group can come in and provide political cover for those abatements to continue, and then more so. Again, I'm trying to focus on substance abuse, through to really expand that enforcement model. I mean we try to be problem solvers. We believe in policy over politics. We're involved just independent of each other, and then our other partner Craig and several different boards and associations just like this and the ones we represent.

Mikey G: Actually, I have one other question. I imagine you're in a little bit of a tricky situation because with some clients you are selling your access and relationships with the mayor's office to get things done because you have development clients and then on the other side, we need to be stern with the mayor's office and other departments and not picking on the mayor's office and sort of advocate for us, so as a company. How do you balance those two things?





Marshall: You get conflicts all the time, right? I mean, scooters came up, we represent one of the incumbents long. I remember you came and presented to this board. We're going to be upfront if we ever do have a conflict. You know, a lot of these issues we're talking about I don't see there being a potential conflict, but of course we need to hear that before the board.

Michael Trimble: Marshall, we'll discuss it as a board, and we will get back to you but thank you. Guys for your time thank you appreciate it. Well, let's move on. Can I get a motion to approve the Minutes from September 28th. Motion Mikey G makes the motion. Yes. Can I get a second Carlos all in favor?  
Yeah, OK, all right, thank you. Alright, OK Laurel, you're up, thank you.

Laurel McFarlane: Pet Parade 2022- special events permit submitted. New location for pups at the pub pawty and awards ceremony. Updated graphics with GQA branding. Jot Form registration complete. Creating updated sponsorship deck. New branding logos for winter, long days long nights. Campaign elements new campaign curbside bike rack banners, curbside bike banners for activations, events, and promotions. Holiday activations and holiday promotions. World Cup Viewing party, Friday, Saturday, and Sunday. Nov 25<sup>th</sup> – 27<sup>th</sup> 7 am – 4pm. All beverage garden, large LED screen at 5<sup>th</sup> & island, games are 8 am and 11 am each day. Photo ops, games, flag giveaways and raffles. Special events permit submitted, BIDC equipment form submitted, and tv coverage. Halloween promotions, Gaslamp flicks, small business Saturday, thanksgiving, Christmas eve/Christmas, and New Year's Eve. Thanksgiving in the Gaslamp- Eat, drink and be thankful in the Gaslamp! Business specials pulled from social media and shared on Thanksgiving blog on the website. Press release distributed. Holiday Season banners bike rack banners promoting all the Christmas/holiday season happenings in the Gaslamp. Tagline- Jingle and Mingle in the Gaslamp. List all the holiday activities and keep branding consistent. PR/Outdoor advertising, merchant spotlight and billboards starting Jan 29<sup>th</sup>.

Michael Trimble: Thank you, Laurel, and thank you Alma for the social media that supports all of this and everything that we that we're all doing. So, you're done, Laurel. Thank you very much. I appreciate it. Thanks for joining us. The things that really, we needed to focus on illegal vending. Does the board feel comfortable with when it comes to California strategies and what direction would like to take?

Jeff Burg: I think with the ever-changing landscape. And it's becoming more and more difficult to navigate political sphere. We get a lot of lip service.

Laurie: Does this alleviate? Some of the work that you have, to do on this.

Michael Trimble: No, not at. All I mean, it'll supplement. I'm still going to be calling the mayor, requesting meetings, and requesting meetings with our city leaders.

Mikey G: Yeah, I would say from my perspective I'm still. OK. Like Jeff, I had the benefit of knowing about this in advance and I had the benefit of having a conversation before this meeting started to answer. Some of my specific questions. And I do like the idea.

Laurie: Can I add something here? Michael I'm perfectly for this if they are going to help alleviate this tension that you have with the city that you're constantly on them. Not getting any results. If you think that Marshall and this group can do that.

Michael Trimble: It's \$6000 a month. I'd like to go back to Marshall and discuss the monthly fee and some of the details. You know, before we just say, OK, \$6000, a month you know? I mean, we're a nonprofit. We must consider that you know. I'm just being Jim Shaw cautious treasurer so yeah.



Jeff Burg: But whatever you agree. Negotiate I think a good idea would have another meeting with them targeted. Take some stuff off there that is just wishful thinking and the grand scheme of this us affording.

Michael Trimble: I mean, I think we should have a task force, or at least the Executive Board. Go back and have another meeting to fine tune this.

Mikey G: So maybe the motion is amended to, you know, I think I said it, but. It really refining that scope. And making sure that we have some clear, you know expectations. And a clearer scope.

Yeah, and I guess the last thing I'll just add to that is this. The education piece, right? Cause I didn't know really until today, that, and maybe this is not real, but what I heard today earlier is the mayor needs a little bit of cover to deal with some of these issues because. He's taking heat well then let's give him. We'll get the cover, you know. I mean, we'll put \$6000 into a PR firm if that's what we need to do to give him all the cover he wants. There are some things that are going on related to this that are political that it's not our world. We sell, we sell food and hospitality.

Michael Trimble: The motion that we bring...

Jeff Burg: perhaps not even do a motion. But then maybe we go back to the drawing board with them.

Mikey G: Can we give some provisional votes so?

Cindy: That we can keep moving.

Jeff Burg: The motion would be is. Here we go. We'll move forward with California, since they will meet with us within the next 10 business days to define and shorten their scope. And Michael then these 10 days are prior to the meeting. You will write up your bullets and submit it to the executive committee.

Mikey G: I'll second that motion.

Michael Trimble: All in favor. Moving to the next. Gaslamp promenade update, next city meetings with department heads phase one update- Thursday, Nov. 17<sup>th</sup> at 1pm. RFP awarded for new feasibility study and budget analysis the consulting firm is PSOMAS. 5<sup>th</sup> avenue bollards (Broadway to L street)- draft. MOU Bollard Operational Agreement drafted, submitted to city of San Diego on Oct 12<sup>th</sup>. Next, city meeting updates. Chief David Nisleit- Friday oct. 21<sup>st</sup> 2:00 p.m. Mayor's office and Chief David Nisleit, Kris McFadden- transportation and Kim Wallace, ross, DSD, Tuesday, oct 25<sup>th</sup> 9:30 am. I know Mike you had something you talked about this vehicle.

Mikey G: Yeah, I did. Apparently, I'm bringing this up. Laurel needs some more money.

Michael Trimble: And the reason why we're looking at a truck is remembered we spoke about buying a Gator or something to transport the huge power. Laurel is not willing to use her own private vehicle to pull the power washer. Gators are like \$20,000 or more. We had the retreat, we decided we needed to find a vehicle, so I think there was still a motion approved to purchase a vehicle up to \$10,000. The question is, what do we?

Mikey G: This this just seems like more than what we need, because now you've got this big truck, we've. Got to deal with.

Jeff Burg: We just spent 10 grand in a truck. Got \$1000 worth of repair.

Mikey G: It's going to be a problem, yeah, insurance. Anything else, anyone?

Michael Trimble: All right? Let's continue in the next executive meeting. Meeting adjourned all right. See you guys' next month. Happy Thanksgiving everybody.

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**MEETING ADJOURNMENT –meeting ended: 2 hour 20 minutes**