



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, February 28th, 2024, | 3:30 PM

San Diego Marriott Gaslamp Quarter located at 660 K Street: 8th floor.

Present Board Members	Absent Board Members	GQA Staff
Carlos Becerra Lucy Burni Cindy Blair Laurie Peters Francesca Ramirez Kim Shattuck Wayne Partello Aron Langellier Joe Santos Jeffrey Burg Howard Greenberg Stephen Sherman	Ali Pouladin Josefine Jandinger	Alma Ascencio Michael Trimble

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

- Carlos Becerra
- Aron Langellier
- Howard Greenberg

Zoom

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

Michael Trimble: Thank you all for attending the February Board of Directors meeting for the Gaslamp Quarter Association. I'll now pass the floor to our esteemed chair, Mr. Carlos Becerra, to begin the meeting.

Carlos Becerra: Thank you, everyone. Let's start the meeting at 3:36 PM.

Michael Trimble: Roll call has been completed. We now open the floor for non-agenda public comments from anyone who would like to address the board. Does anyone have anything they would like to say or bring up? Alright, perfect. Let's proceed.

Next on the agenda, we have liaison reports. Captain Adam Sharkey, welcome from the San Diego Police Department. The floor is yours, Sir. Thank you for joining us again, Captain Sharkey.



Captain Adam Sharkey: I'm happy to be back in 2016 to 2018 in neighborhood policing as Lieutenant after that in 2019. That was the year when we reduced the street population by about 12%. We've also been handling other assignments and are hopeful to see positive changes. One significant item we're currently dealing with is the street vendor ordinance. We're working closely with Central Division to address this issue and set clear expectations for officers.

Michael Trimble: We're hoping to have this in place before opening day, which would be very helpful.

Captain Adam Sharkey: We want to ensure we do it correctly, considering the legal challenges we may face. There have been new state laws, especially in the past year and a half, pertaining to police officers. These laws affect certain offenses like violating seizure rights and unlawful use of force. So, managing expectations is crucial as we may encounter growing pains.

Captain Adam Sharkey: We're working on reducing collisions by addressing congestion issues, particularly with rideshare services. We're also considering designated pickup zones to manage traffic better.

Michael Trimble: That aligns with our plans for redesigning side streets and creating loading zones.

Captain Adam Sharkey: Exactly. We may need further outreach to rideshare companies to change their behavior.

Detective Melody: We're focusing on operational advice and addressing concerns to make the area safer. If anyone has questions or concerns, feel free to reach out.

Emily Piatanesi: I'm Emily from the Mayor's office. We're currently interviewing for a new chief of police and working on recovery efforts after recent flooding. I'm a replacement representative for Council District Three, with his office for about three years. I've been overseeing District One and Council District Five. I don't have any updates for you. Please be patient with me if I can't answer your questions right away. But I have someone helping me through the transition and I'm always available to answer any questions. I have some cards with me that you can pass around, and you're always welcome to send me an email or give me a call if you need anything.

The biggest update I have is in regard to public safety. We're currently interviewing for our new chief of police. We're hoping to narrow it down in the next month or so, but we're currently conducting interview panels. The new chief will be in place by June, and then after that, the Fire Chief also announced his retirement in August. So, we'll continue that community outreach process. Also, we're working on some storm recovery efforts after January 22nd. We just had FEMA announce a natural disaster declaration, which has opened up funding for people affected by the flooding. So, if you know anyone who has been affected or is looking to get connected to some resources, let me know. But other than that, I'm happy to take any questions, and if I can't answer them here, I'll get back to you.

Michael Trimble: Thanks, Emily. I guess the question really when you brought up the chief retiring and maybe just like a follow-up to how staffing is going, recruitment, are we seeing more people wanting to join Central?

Captain Adam Sharkey: It's a national shortage for people, especially in big cities. And believe it or not, we're faring better than most big cities. That includes the chief all the way down to the recruits of the Academy. We're about 180 cops down, and we're trying to get as many people as we can. The Academy just graduated a class yesterday of I think 29. We've got another class, the Academy right now that's 40. So, we're trying to get those numbers up, but you know we're really trying to prioritize the emergency life safety calls, and we're getting those calls well within the limits in central division.

Captain Adam Sharkey: But all the other calls we're looking at double or more. The calls take longer to handle. There's more paperwork, there's more state-managed requirements. We have a very young Police Department. We have more cops here than any other division. Southeastern, Southern, or which has the beaches, the base, we have more officers here in central



vision and that also includes your neighborhood policing division, which is going to come down here. I mean, we get more attention here, very fortunate than any other city.

Michael Trimble: That's wonderful. You have classes of 29 or larger. That's positive, right?

Captain Adam Sharkey: Our goal is 50 per Academy. We have to maintain standards, right? We can't take people with certain criminal backgrounds.

Captain Adam Sharkey: So, you know, I think the opportunities over the next couple of years. That big contract that ended back in 2018 and so and then they defer there. All those retirements coming soon, in that two to three-year span. So, we have to take a hard look at that situation.

Michael Trimble: Well, thanks. Thanks for that update. Appreciate it.

1. Board Member Updates:

- Mikey G announced his resignation due to increased work commitments, acknowledging his eight years of service as a board member and chair.
- 2 new board members were elected, Francesca Ramirez General Manager- Hilton Gaslamp Quarter-, and Ali Pouladin General Manager – Nova Nightclub Insomniac Events- who were welcomed during the meeting. Francesca's background in hotel management and finance was highlighted as a valuable addition to the board.

2. Gaslamp Foundation Activities:

- The Gaslamp Foundation's recent and upcoming events were discussed, including an art exhibit partnered with a fiber artist that received recognition from the Bill Gates Foundation.
- The Shamrock event on March 16th was also mentioned, with excitement expressed for another successful year.

3. Consent Agenda:

- The minutes from the previous Board of Directors meeting held on January 31st were approved without objections.

4. Special Events Permitting:

- Challenges related to obtaining special events permits for activities on the promenade were discussed at length.
- The mayor's office reiterated the requirement for permits for all events, with a new, more streamlined permit option expected by 2025.
- Ideas were floated about potential consulting opportunities for the GQA to assist event promoters in navigating the complex permit process.

5. Pedicab Ordinance:

- The progress of the pedicab ordinance was discussed, noting that it had been approved and was awaiting the mayor's signature.
- Details of the ordinance were reviewed, including provisions for enforcement and potential involvement of third-party vendors for impounding services.

6. Marketing and Advertising:

- Updates on advertising opportunities with Big Outdoor were shared, highlighting the development of a digital billboard on Gaslamp Square scheduled for completion before opening day.
- Further discussions revolved around marketing strategies for the Gaslamp Quarter, exploring initiatives to promote the area effectively.

7. Next Steps:

- Plans were made to follow up on the implementation of the pedicab ordinance, ensuring effective enforcement and compliance.



- Continued exploration of consulting opportunities for the GQA and the development of marketing strategies and initiatives were prioritized for the coming months.

1. Mobility Campaign Updates:

- Approval received for campaign graphics and street banners, set to be installed on March 4th.
- Website launching in mid-March with detailed transportation information for Gaslamp visitors.
- Incentive program for rideshare drivers confirmed, offering discounts for frequent pickups/drop-offs in Gaslamp.

2. Gaslamp Holidays Update:

- Successful promotions for Mardi Gras, Super Bowl, and Valentine's Day, with increased foot traffic and sales.
- Upcoming promotions for Easter, Padres events, and Saint Patrick's Day, including themed decorations and special offers.

3. 4th Ave. Entertainment District Influencer Program:

- Second round of influencer promotions underway with good traction and positive feedback.
- Expanded influencer partnerships with local food bloggers and lifestyle influencers to showcase Gaslamp dining and nightlife.

4. Promenade Sponsorship Deck:

- Drafted copy for a sponsorship deck to promote Gaslamp Quarter as an event location, highlighting its historical charm and vibrant atmosphere.
- Focus on attracting sponsors for various events and activations in the Gaslamp area, including music festivals and cultural celebrations.

5. Scavenger Hunt Concept to Craft Cocktail Crawl:

- Transition from scavenger hunt to a craft cocktail crawl concept, inspired by successful models like the Margarita Trail in Santa Fe.
- Partnering with local bars and distilleries to create unique cocktail experiences and promote responsible drinking.

6. Gaslamp Summer Series Activation Ideas:

- Discussion on potential new activations for Gaslamp Summer Series, including a carnival and pickleball nights.
- Carnival: Free to attend with revenue-sharing model for rides, vendor booths, and liquor sponsorships, aiming to attract families and tourists.
- Pickleball Nights: Pay-to-play model with potential partnerships with local pickleball groups, targeting active and social audiences.

7. Gaslamp Cinco de Mayo Event:

- Revised format for a single-day event on Cinco de Mayo, featuring mariachi bands, local artists, and Lucha Libre wrestling.
- Free to attend, aiming for a festive atmosphere with sponsor activations and cultural performances, promoting Gaslamp as a diverse and welcoming community.

1. Old Town's Cinco de Mayo Event Changes: Old Town has significantly scaled back its Cinco de Mayo event, primarily featuring an artisan market, which includes their traditional farmers market with potential additional Latin vendors. However, they no longer have stages or a beer garden on the street, leading to disappointment among attendees accustomed to the larger-scale event in previous years.

2. Gaslamp Quarter Association's Sponsorship Approach: The Gaslamp Quarter Association is adopting a sponsorship approach that minimizes impact on bars and restaurants. They aim to collaborate with establishments already running their own specials for Cinco de Mayo, leveraging this information to attract sponsors who align with these offerings. The goal is to secure sponsors at \$2500 each by showcasing the collective impact of multiple bars and restaurants participating.



3. Dora the Explorer Sponsorship Opportunity: There is a sponsorship opportunity with Nickelodeon's Dora the Explorer for Cinco de Mayo, where they are looking for a 10x10 booth space and social media promotion. The sponsorship commitment from Dora the Explorer is estimated to be between \$5000 and \$7000, covering booth space, promotion, and potential production costs for bringing in a screen to showcase the new Dora the Explorer trailer.

4. Other Events and Opportunities: Gaslamp Quarter Association members are encouraged to participate in upcoming events like Shamrock and the half marathon, which offer promotional opportunities for bars and restaurants. Shamrock is offering free promotion for bars and restaurants running specials.

5. Future Plans: The Gaslamp Quarter Association is planning to continue outreach for sponsorships, with a sponsorship committee meeting scheduled for the next week. They are also exploring advertising campaigns, partnerships with media outlets like Univision, and leveraging social media to promote upcoming events and opportunities for members.

Overall, the meeting discussed strategies to enhance Cinco de Mayo celebrations in the Gaslamp Quarter, secure sponsorships for events, and leverage promotional opportunities for member establishments during upcoming events like Shamrock and the half marathon.

Michael Trimble: Thank you. I would like four more volunteers to join us at the Create the Future Award event on March 7th. Thank you to those who are going. Laurie, Cindy, and Lucy, anyone interested, please let me know if you would like to join us at the table.

Michael Trimble: All right, next meeting is on March 20th for the Executive Board and March 27th for the next board meeting; the location is to be determined. All right, everybody, thank you very much for your time, and have a great evening.

MEETING ADJOURNMENT – Michael Trimble adjourned meeting ended: 1 hour 54 minutes.