



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, January 31st, 2024, | 3:30 PM
Andaz San Diego - a Concept by Hyatt

Present Board Members	Absent Board Members	GQA Staff
Carlos Becerra Cindy Blair Josefina Jandinger Laurie Peters Joe Santos Aron Langellier Howard Greenberg Kim Shattuck Lucy Burni	Michael Georgopoulos Bruce Getz Wayne Partello Jeffrey Burg Stephen Sherman	Michael Trimble Alma Ascencio

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

- Carlos Becerra
- Aron Langellier
- Josefina Jandinger
- Howard Greenberg

Michael Trimble: The Gaslamp Quarter Association January Board of Directors meeting commenced at 3:35 pm. The floor was opened to members of the public for non-agenda public comments, with each speaker allotted 2 minutes.

Clayton - Downtown Partnership: Provided an update on clean and safety statistics for December. Over 2000 safety requests were handled, with 80% responded to within 15 minutes and 60% resolved within one hour. Maintenance received over 1000 tickets, 40% of which were resolved within an hour.

Gaslamp accounted for 50% of service requests, emphasizing the importance of reporting issues promptly. Announced a Gaslamp Walkabout event scheduled for February 23rd aimed at community engagement and issue discussion. Shared a decrease in the unsheltered population and efforts resulting in reconnections, family reunifications, and housing placements. Announced an upcoming West Coast Urban District Forum in late February/early March and sought volunteers.



Michael Trimble: Expressed concern over reduced maintenance activity and requested updates on staffing and schedules from Clayton.

Officer Turner: Announced an event by the Gary Sinise Foundation providing electric bikes to enhance police mobility. The event, scheduled for March 16th, invites participation from business owners and the community.

Captain Fugett: Clarified details and shared news of Captain Peterson's continued service and Adam Sharkey's return to the team. Appreciated community efforts in addressing challenges, with a call for continued collaboration and support.

Thomson - Office of Stephen Whitburn: Introduced himself and provided updates. Mentioned the police chief search process and encouraged participation. Informed about sandbag distribution due to upcoming rain and encouraged filling out the county survey for flood damages. Shared details about the business emergency response grant and urged businesses to report storm-related expenses. Provided information about Alert San Diego for storm alerts.

Michael Trimble: Asked a question regarding eligibility for the emergency grant and received clarification from Thomson.

Thomson - Office of Stephen Whitburn: Confirmed eligibility details for the emergency grant.

Michael Trimble: Concluded the liaison reports, thanked everyone, and moved on to the next agenda item.

Michael Trimble: Requested a motion to approve the Minutes from the December 6th meeting as part of the consent agenda. Cindy made the motion, which was seconded by Lori. However, it was noted that some members were not present at the December meeting, potentially affecting the quorum. Despite this, there were five members present, and the motion passed with a vote.

Michael announced the resignation of a board member Sumeet and discussed upcoming elections for 2024. The discussion then shifted to the upcoming elections for 2024. Michael shared that term expirations at the end of the year affected ten board members. He confirmed that four board members expressed their intention to run for another term, and he thanked them for their commitment.

Additionally, he introduced two new potential board members: Francesca Ramirez, the General Manager of Hilton Gaslamp Quarter, who has been actively involved in events like the pet parade and the promote committee, and Ali, General Manager of Nova, and soon-to-be manager of Bloom, who has also contributed to the promote committee. Michael sought approval for adding these individuals to the slate for the upcoming elections. After clarifying any questions, Howard motioned to approve the slate for the 2024-2025 board members, which was seconded by Aron. The motion received unanimous approval from Cindy and Laurie, thus carrying forward the election process.



Michael provided an update on the kiosk advertising amendment negotiations with Big Outdoor. Michael indicated that he and Howard had finalized the second draft of the agreement and sent it to Big Outdoor. The amendment entails a five-year deal with termination language, specifying that termination should not occur before 2027. Reasons for termination include potential income loss due to other digital advertising within the Gaslamp Quarter and delays in the digital conversion process. Additionally, provisions for defining "good faith efforts," such as holding annual meetings to discuss progress are being incorporated. Currently, the contract is in a month-to-month extension status until all details are finalized.

Michael mentioned receiving the clean contract copy the previous day and welcomed anyone interested in reviewing it to reach out. He emphasized their ongoing efforts to swiftly conclude the contract negotiation process.

Kevin: Updated on street cleaning efforts and challenges faced.

Michael Trimble: Acknowledged street cleaning challenges and thanked Kevin for the update. Reviewed progress on "Spaces as Places" permits and highlighted the need for updates from certain businesses. Mentioned progress and concerns regarding the risk insurance requirement.

Joe Santos: Provided updates on two different landlords for Havana and El Chingon. Mentioned receiving an email stating Risk's sign-off but still waiting for one signature. Explained the peculiarities of the process and timelines.

Michael Trimble: Inquired about Joe's timeline for completion, and Joe mentioned waiting on Havana's completion while El Chingon is nearly done with the back-end work.

Joe Santos: Expressed readiness to finish the process and mentioned waiting on Havana's side to complete the required documents.

Michael Trimble: Acknowledged Joe's progress and encouraged him to keep everyone updated. Asked Joe if he had any updates to share regarding his projects.

Joe Santos: Updated on progress with two landlords, one of whom has signed off, while the other is contemplating the \$4 million insurance requirement. Expressed the desire to finish the process soon.

Howard: Asked a question about the DSP permit status showing "No application on file" but with notes indicating a review. Highlighted several cases where businesses received notices to update or remove despite no application.

Michael Trimble: Acknowledged Howard's concern and committed to following up with Tony Kalli for clarification.



Howard: Pointed out various businesses on the list with discrepancies in application status and requested clarification.

Michael Trimble: Agreed with Howard's observations and expressed intent to discuss the matter with Tony and Rima for clarification.

Howard: Provided additional examples of businesses with inconsistent information in the DSP permit status.

Michael Trimble: Acknowledged the discrepancies and agreed to address the issue and inconsistencies with Tony.

Kim: Asked if there have been any changes to the structures and inquired about the approval process.

Howard: Clarified that there haven't been any changes to the approved designs and discussed the city's suggestion despite the insurance requirement.

Michael Trimble: Expressed curiosity about how the process works if Risk signs off and the landlord still requires insurance.

Howard: Explained that the landlord has the authority to require additional insurance, creating a complex situation.

Kim: Raised questions about the landlord's concerns due on the MRA.

Michael Trimble: Addressed Kim question, explaining that if the landlord refuses to sign the MRA, the business will need to remove the parklet. Michael Trimble began by discussing ongoing efforts regarding cleaning and city permits for activations on 5th Ave. He mentioned the challenges in scheduling meetings with relevant city departments. He also introduced a list of proposed activations to present to the city for approval.

Laurel McFarlane: provided an update on the marketing plan, focusing on promoting transportation to the Gaslamp Quarter within city guidelines. Discussed the approval process for marketing materials, including banners and web pages, and highlighted plans for a comprehensive parking page and video campaign. Laurel elaborated on the campaign's social media and digital advertising strategy, emphasizing the use of engaging content to promote mobility options and Gaslamp Quarter attractions.

Michael Trimble: Added details about the upcoming marketing campaign, mentioning the use of various media platforms and vignettes to drive traffic to the Gaslamp Quarter's website. He highlighted the campaign's emphasis on showcasing unique aspects of the Gaslamp Quarter, such as Comic-Con-themed transportation options and salsa dancing on public transit.



Laurel McFarlane: Laurel McFarlane provided a recap of the recent holiday market event on 5th Ave, including vendor participation, live music, and attractions like Santa photo ops and pet parades. She discussed plans to expand future events to include more live bands and pet-friendly activities, aiming to attract a wider audience to the Gaslamp Quarter. Laurel McFarlane presented ideas for potential events and festivals, including a Gaslamp Gastronomical Festival, Gaslamp Promenade Arts Nights, and a Gaslamp Holidays celebration. She outlined sponsorship opportunities for these events and discussed strategies for partnering with local businesses and securing financial support.

Overall, the meeting covered updates on marketing efforts such as the Cinco De Mayo Event that no longer happens in Old Town, event planning, city permits, and sponsorship opportunities to enhance the Gaslamp Quarter's appeal and attract more visitors.

Kim: inquired about why Old Town stopped doing the Cinco De Mayo event, prompting Laurel to explain the situation.

Laurel McFarlane: discussed about the loss of financial investment.

Joe Santos: Expressed enthusiasm for the Cinco de Mayo event, mentioning a Guinness World Record attempt for the world's biggest michelada. He proposed collaborating with a beer company and shared plans for the event.

Laurel McFarlane: Mention Rob Bob as someone to connect with regarding the Cinco De Mayo sponsorship and event planning.

Laurel McFarlane: Emphasized the need for clarity and support from the board regarding the event planning timeline.

The discussion covered various topics including event planning, potential financial losses, investments, reasons for discontinuing events, and preparations for the upcoming Cinco de Mayo event, involving several members of the board.

Michael Trimble: emphasized the need for direction, mentioning the significant investment in production for the Cinco De Mayo event.

Laurel McFarlane: Discussed the logistics of the event, including the layout and stages, and expressed the need for timely organization.

Joe Santos: shared concerns about potential scheduling conflicts but expressed willingness to support the event. He also suggested engaging mariachi bands and negotiating performance locations.

Howard: suggested presenting the budget to the board for feedback and mentioned the need for coordination with liquor companies.

Michael Trimble: Expressed concerns about additional expenses and the need for careful budgeting.



Laurel McFarlane: Outlined the need for sponsorship and activation from liquor companies to attract attendees.

Michael Trimble: proposed starting the dialogue as soon as possible to avoid last-minute expenses.

Laurel McFarlane: expressed the desire to represent various Latin music genres and mentioned avoiding a beer garden setup for the event.

The discussion revolved around event planning logistics, budgeting, sponsorship, and musical arrangements, involving several board members contributing their perspectives and suggestions.

In summary, Laurel featured robust discussions and collaborative decision-making among board members, highlighting their collective dedication to planning and executing successful events.

Michael Trimble: informed the board members about a request from Shamrock for financial support for an upcoming event on Saturday, March 16th. He mentioned that they had supported similar foundation events in the past and sought input from the group regarding the requested sponsorship of \$5000.

Michael opened the floor for discussion and emphasized that the decision was open for debate, including the possibility of providing support at a different level. Lori made a motion in favor of supporting Shamrock, which was seconded by Cindy. The discussion noted that the requested amount was within the budget, aligning with the practice of supporting partnerships.

Howard: Asked and requested about Shamrock's budget.

Michael Trimble: Provided an update on the vending ordinance, indicating that it would be presented to the council on February 12th and 13th after being postponed by a week. He then shifted the discussion to the Planned District Ordinance (PDO), which is set to be redrafted in 2024. Michael highlighted the importance of reviewing and updating the PDO, as it was originally drafted in 2009 and is now outdated. He mentioned Cindy, and Howard to work on the PDO revision process, with a meeting scheduled for the 13th to discuss plans and objectives.

The PDO committee aims to identify areas for improvement, including addressing outdated sections and considering new uses for the Gaslamp Quarter. Michael emphasized the significance of increasing density and incorporating digital advertising into the revised PDO, especially given developments like the promenade and historical resources. He encouraged board members to familiarize themselves with the PDO and welcomed any questions or feedback.

Additionally, Michael introduced the member Walkabout initiative, acknowledging Laurie and Cindy for their work. Michael presented a list of available times in February and March. The purpose of the walkabout is to allow participants to note areas of concern or improvement within the district,



facilitating collaboration with the city, Kevin, Clean and Safe, or specific merchants to address these issues. Michael stressed the importance of community involvement in identifying and addressing district-related matters.

Michael Trimble: Wrapped up the meeting by addressing Shamrock's budget inquiry, committing to contacting Rhiannon for further details. He expressed gratitude to the board members and reminded them of the forthcoming Executive Board meeting on February 21st and the Board of Directors meeting on February 28th.

Carlos Becerra officially adjourned the meeting at 4:44 PM, expressing gratitude to all board members and attendees. Michael Trimble also extended his thanks.

MEETING ADJOURNMENT – Chair Board: Carlos Becerra adjourned meeting
Meeting ended: 1 hour 44 minutes.