



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, May 29th, 2024, | 3:30 PM

Hilton San Diego Gaslamp Quarter: [401 K Street, San Diego, CA 92101](#)

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

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

Jeffrey Burg – arrived at 4::04 PM
Josefine Jandinger

2. **Minutes approved by: Executive Board- All in favor, Jeff, Joe Santos, Lucy, Cindy (seconds)**

Michael Trimble: We don't have a quorum yet, but I would like to get started with our liaisons. While we're waiting for a quorum, I'd like to welcome the Central Police Department. Turner, thank you for being here. Let me bring up the slide, and you can tell me if it's accurate. Could you give us more details?

Police Dept: Larry Turner

There was an incident involving driving without a license, so we were impounding their vehicles. On Thursdays and Sundays, there isn't much activity, but on Fridays and Saturdays, it's different. They have figured out a strategy that involves going out of our jurisdiction, which is currently our main concern. We can still address it, but between calls and bike patrols, we'll pursue them. The primary purpose of the bike patrols is to address these issues, which is why you might see lower numbers at times.

Michael Trimble

So, they're not showing up around dinner time?

Police Dept: Larry Turner

No, they're not. We're still working on getting our policies in place. We're still making progress.



Michael Trimble

Does that mean we can't add any more officers to the detail?

Police Dept: Larry Turner

Yes, that's correct. That's a higher-level decision at the division level. They would have to decide to allocate more officers, which might require changes in leadership or other adjustments.

Michael Trimble

Is the entire bike team legally trained to work on vendor abatement?

Police Dept: Larry Turner

Yes, they are certified. The group handling this is well aware of the procedures, though they haven't spent as much time on it lately. The focus is on a small group, but they are all capable.

Michael Trimble

And the document you're referring to, is that the legal document guiding you?

Police Dept: Larry Turner

Yes, it's both the policy and procedure document, which legally guides police officers on how to handle these situations. It includes details on interactions and legal limitations, such as how far away they need to be from vehicles. We're working out those details.

Michael Trimble

We definitely want to avoid any issues. Keep up the good work. I'm constantly getting weekly updates on our progress. I've been in constant communication with Ryan, who provided some information yesterday.

Police Dept: Larry Turner

Any questions?

Michael Trimble

No, I don't think so. Anything else?

Police Dept: Larry Turner

No, everything's going well. Please attend the last Thursday of the month meetings to stay updated.

Michael Trimble

Alright, thank you, Larry. I don't see the Vice here. Malik from District 3, how are you?

Malik - District 3

Regarding police matters, the ordinance will be coming in July. We are asking for support from business associations and local groups.

Michael Trimble

I know we already provided a support letter before the press conference, correct?

Malik - District 3

Yes, that would be helpful. We appreciate your support.

Michael Trimble

I can update the letter if needed. We're definitely on board to address the rogue behavior of pedicabs and other issues.



Malik - District 3

Thank you. We also want to ensure that downtown businesses and residents have a friendly environment. We need your support to address these issues. Thank you.

Michael Trimble:

Was the Police Department included in the original ordinance as the enforcing agency? It must not have been saved.

Malik - District 3

I'm not sure, actually. Let me check.

Michael Trimble

I can resend the letter we sent out in April during the press conference.

Malik - District 3

If you guys have any other questions or concerns regarding the greater downtown area, whether it be streets lights in general, let us know.

Michael Trimble

Also, I forwarded District 3's office the Ballard FY25 requests. I want to make sure you received them.

Malik - District 3

Yes, we did. Thank you.

Michael Trimble

Emily from the Mayor's office, how are you? Thanks for coming.

Emily Piatanesi - Mayor's Office

Thanks for having me. There's a lot going on right now with our FY25 budget. There are two key dates you should know: June 7th for the Budget Review Committee and June 4th for the Council members' public discussion on their amendments to the proposed budget.

Michael Trimble

Excellent. I have the same question about the FY25 Ballard operations request. I sent it to the mayor's office as well. What are the next steps?

Emily Piatanesi - Mayor's Office

\$100,000 specifically from the 25% of the parking district funding. At this point, I don't have a specific update.

Michael Trimble

Right now, 45% of the neighborhood budgets are underfunded for the project. Each neighborhood is looking at about \$100,000, so there's a large shortfall. We'll need to follow up on this.

Emily Piatanesi - Mayor's Office

We can discuss it further another time.

Michael Trimble

I have some cost-saving suggestions as well.

Emily Piatanesi - Mayor's Office

Thank you.



Michael Trimble

Thank you. I see Robson from Tasha Borner Horvath's office. How are you? Where does the Assembly Member stand on the amendment to Prop 47? I know it qualified for the June ballot. What are her thoughts?

Tasha Borner Horvath's Office

The hard thing with propositions as opposed to bills is that we can't discuss specific propositions that are coming up for a vote. However, there are different bills in process looking at various aspects.

Michael Trimble

I probably sent an email to the Assembly Member directly. Our DA is championing this initiative, which is very important for San Diego's Gaslamp District. Thank you. Any questions? No? Thank you. Do I see any other liaisons? No? Thank you all for being here. Jeff, you're our chair today, so maybe you want to call the meeting to order.

Jeff Burg: Sure. The meeting is now in order at 4:04 PM

Michael Trimble

Thank you, Jeff. I did pass out the minutes since we didn't meet last month. I'm looking for a motion to approve the minutes from the March 27th GQA Board of Directors meeting. Jeff makes the motion. Is there a second? Cindy seconds. All in favor? Motion passed unanimously. Thank you.

Michael Trimble: Wayne Portillo, unfortunately, has time and business constraints and cannot continue with the FY25 board attendance. He stepped down last month, but we weren't able to acknowledge him. He is traveling frequently. We will miss him from a marketing standpoint and as a board member. I'm actively looking for new board members to ensure we can meet our quorum, which was a challenge last month. Moving on, I want to remind everyone of the policies for board membership. If you miss three meetings, you're no longer on the board. This policy has been in place since the 90s. While it's my discretion to enforce it, I understand everyone's busy schedules and appreciate your hard work as a volunteer board.

Just a reminder to do the best you can to attend the board meetings. I know it was easier when Zoom was an option, but unfortunately, the city doesn't let us count those into the quorum. So, the quorum is 51% of the board. We can have no less than 11 members, and right now we have 12. I'm currently working on bringing three or four new board members on board, and I want to start the new fiscal year with more board members, so we don't struggle to have a meeting. If you have any candidates or if anyone in the public would like to join the board, let us know.

First responsibility is to serve on a committee for six months. Then, it's a once-a-month board meeting and a once-a-year half-day board retreat. As a board member, we look to you to support events, initiatives, and attend City Council meetings to support Gaslamp Quarter initiatives. Be willing to share your feelings about the neighborhood publicly. If you're interested, we have a Promote/Committee Special Events Committee that meets on the last Tuesday of every month. You can email me at michael@gaslamp.org or contact us through the website.

Speaking of the retreat, Carlos is very sick and couldn't make it today. Last year, we held it on the last Wednesday of the month, same as our regular board meetings. Without Carlos here to choose a date, how do you feel about keeping the last date in June as a placeholder? If not, we could do it after Comic-Con.

Jeff Burg: Thank you. Can that be sent out via email?

Michael Trimble: Yes, absolutely. That would put the retreat on June 26. Does that date work for everyone? OK, not a good day for you? Not everyone can make it. Francesca, how does June 26 work for you?

Francesca: Perfect.



Michael Trimble: Great, we almost have a quorum for the retreat.

Michael Trimble: I want to talk about topics for the FY25 retreat. I'd like to invite the mayor again; he couldn't make it last year. Also, our Councilperson Stephen Whitburn joined us last year. If you can think of anyone else to invite, maybe our new police chief, let me know. We don't have to decide now; you can email me your suggestions. We'll have a public board meeting after the retreat from 9:00am to 2:30pm, and then at 3:30pm, we'll have the Board of Directors meeting to recap the year for our membership.

We just did the legal vending update with Officer Turner. Next, let's talk about the "Spaces as Places" update. You have a new tracker in your package. Does everyone have a tracker?

Michael Trimble: We have two additional approved permits: Dublin and Tacos El Gordo. Now we have three. I know there have been fines issued and letters for parklet removals. I spoke to Reema yesterday, and they are actively citing parklets that are not in compliance. If your plans are all in and you're just waiting for them, make a note for me, and I'll follow up with you after the meeting.

Joe Santos
Just wanted to make sure we are waiting on a signature or something.

Michael Trimble: There's a lot that hasn't happened and nothing has been removed either. I'd love to see your parklet built.

Joe Santos: It's been so long. We had to change the measurement on something.

Michael Trimble: I don't know if they allow us to build in the summer. There is usually a moratorium. The Loop Committee is working to finalize what we want for parklets, did you want to give an update?

Cindy: Yes, we met this month. Howard and I were there. We're discussing design guidelines and what Fifth Avenue should look like. The long-term goal is no parklets on Fifth Avenue, but we also have to consider side streets and Fourth and Sixth Avenue.

4. Spaces as Places Update:

- Update on the status of parklets and permits.
- Active enforcement and citations for non-compliant parklets.
- Discussion on long-term goals for outdoor cafes and parallel vs. head-in parking.
- Members encouraged to submit any requests or follow-ups regarding the Spaces as Places program.

5. Social Media and Marketing Report (Presented by Alma Ascencio):

- Social Media Overview:
 - Goals: Maintain green numbers, increase engagement and awareness.
 - Achievements: Over a million impressions, significant video views, and high organic reach.
- Gaslamp Quarter Cinco de Mayo Event:
 - Marketing Strategy: Facebook, Google, YouTube, and Spotify ads; radio partnerships; and organic social media promotion.
 - Results: 6,000 free tickets acquired, top trending Google search for the event, significant media coverage.
 - Event Highlights: Successful low rider show, Lucha Libre matches, family-friendly atmosphere.

6. Future of Cinco de Mayo Event

- Plans to expand the event northward to include more of the neighborhood.
- Positive feedback from local businesses and attendees.



- Focus on incorporating more local businesses and cultural elements in future events.

7. Mobility Campaign (Laurel McFarlane)

- Website updates and infographics in progress.
- Street banners to be installed.
- Promotion and media buys to launch July 1.

8. Holiday Events and Decorations:

- Continuous efforts to enhance holiday events and decorations in the Gaslamp Quarter.

Action Items:

- Board members to send suggestions for new board members to Michael Trimble.
- Members to submit topics and guest ideas for the board retreat via email.
- Follow-up on parklet permit statuses and compliance issues.

Cleanliness and Safety Initiatives

Kevin provided detailed updates on ongoing cleanliness and safety initiatives within the Gaslamp Quarter. Discussions centered around power washing schedules, the need for additional big belly trash cans, and strategies to address waste management challenges effectively. Members discussed the importance of maintaining a clean and safe environment to attract visitors and support local businesses. Kevin also highlighted efforts to improve the overall aesthetic appeal of the area through enhanced cleanliness measures and proactive waste management strategies.

Revenue Generation and Partnerships

Michael Trimble led discussions on revenue generation strategies, focusing on potential partnerships with local businesses and revenue-sharing models. The meeting explored various endorsement opportunities, including partnerships with businesses for promotional merchandise and advertising collaborations. Members discussed the potential benefits of such partnerships, emphasizing the need for clear legal agreements and strategic planning to maximize revenue streams for the Gaslamp Quarter. The importance of diversifying income sources and leveraging the area's unique offerings in partnership initiatives was a key point of discussion.

Operational Updates

Michael provided operational updates on bollards, kiosk advertising negotiations, and progress on phase two projects. Discussions also touched upon ongoing efforts to address parking challenges, enhance pedestrian experiences, and promote sustainable development within the Gaslamp Quarter.

Closing Remarks and Adjournment

Jeff Burg concluded the meeting at 4:57 PM

MEETING ADJOURNMENT – Jeffrey Burg adjourned meeting ended: 1 hour 30 minutes.