



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, September 25th, 2024, | 3:30 PM
Marriott Gaslamp

Present Board Members	Absent Board Members	GQA Staff
<ul style="list-style-type: none"> • Carlos Becerra • Laurie Peters • Aron Langellier • Jeffrey Burg • Josefina Jandinger • Cindy Blair • Vania Raitano • Lucy Burni • Francesca Ramirez • Stephen Sherman 	<ul style="list-style-type: none"> • Kim Shattuck • Joe Santos • Rick Borba • Sean Renard • Howard Greenberg • Chris Lott • Bruce Getz 	<p>Michael Trimble Alma Ascencio</p>

1. Call to Order – Directors

Present

- Carlos Becerra
- Lucy Burni
- Josefina Jandinger
- Aron Langellier
- Jeff Burg

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

Michael Trimble - Initiated the meeting by introducing Chair Carlos Becerra to officially begin the session.



Carlos Becerra – Chair: Carlos Becerra called the meeting to order at 3:37 PM after confirming a quorum was present.

Non-Agenda Public Comment

Gerald Joseph, a local resident and medical professional, raised concerns about the cleanliness of the sidewalks in the Gaslamp Quarter. He offered to collaborate with the Association or bring in an independent company to address the issue, presenting photos of the current condition. Michael Trimble thanked Gerald for his input.

Liaison Reports

San Diego Police Department (SDPD) - Jake Raff

- A **Daytime Bike Team trial** program has started to address quality-of-life issues in areas like Petco Park, and the library.
- Enforcement efforts, particularly targeting non-compliant vendors, will continue.
- Collaboration with legal counsel has been successful in handling issues with vendors along 5th Avenue.

Michael Trimble thanked SDPD for addressing recent vendor issues and highlighted the need for continued enforcement.

Street Opening Update

Michael Trimble announced that street openings will begin at 10:00 PM tomorrow to reduce congestion during bar breaks. SDPD will assist by clearing the streets earlier to ensure smooth transitions.

Captain Anthony Dupree introduced himself as the new leader of Investigation 1, focusing on collaboration between local authorities and businesses.

Clayton - Downtown Partnership

- Clayton introduced a new **five-point safety plan** for downtown San Diego, focusing on cleanliness, crime, behavioral health, and collaboration with city and county officials. He thanked the GQA for their support and mentioned ongoing meetings with Mayor Gloria and other local leaders.

Alonso Vivas - Director of Safety Services

- Alonso shared updates on addressing homelessness and cleanliness in the Gaslamp Quarter. A new **\$80,000 cleaning machine** has been purchased to assist with sidewalk cleaning.
- Alonso emphasized efforts to combat foul odors and discussed the introduction of **tamper-proof trash cans**. He noted that 25% of downtown's trash cans are now tamper-proof, with plans to increase this percentage.



- He and Michael Trimble proposed a meeting with trash service providers to clarify responsibilities and prevent issues like trash overflow. Alonso outlined a pilot project that will focus on cleanliness in micro-districts, with a rapid response team dedicated to Gaslamp.

City and Council Updates

1. Call to Order

Michael Trimble called the meeting to order and expressed gratitude for Alonso's updates.

2. Update from the City of San Diego Economic Development Department Sean, City of San Diego Economic Development

Sean provided a quick update, noting that the first three months of assessment dollars were sent out yesterday. He mentioned that Gaslamp will receive approximately \$31,000, which is currently being processed by the fiscal team, with a total expected in the coming week of around \$43,000. He concluded by stating that they are returning to normal operations and will provide regular updates moving forward.

3. Acknowledgment of Funds

Michael Trimble

Michael acknowledged receipt of the funds and thanked Sean for the updates. He then asked if there were any questions regarding the information shared.

4. Councilmember Whitburn's Office Update

Michael Trimble

Michael thanked Sean again and recognized Malik, a representative from Councilmember Whitburn's office.

Malik, Director of Community Engagement, Councilmember Whitburn

Malik introduced himself and provided updates, mentioning the councilmember's support for the downtown partnership's five-point plan. He confirmed that their budget letter is due today and includes budget priorities discussed earlier. He thanked everyone for their participation in the recent back-to-school drive, which successfully collected around 1,000 binders and over 100 backpacks for local schools.

5. Pedicab Ordinance Update

Malik, Director of Community Engagement, Councilmember Whitburn

Malik updated the group on the pedicab ordinance, which is expected to come to the council early next month. He committed to providing Michael with the exact date once it is



confirmed. He also inquired about any urgent streetlight installations needed, especially with the influx of visitors expected for the Padres postseason, indicating that they will work with the mayor's office to expedite these requests.

6. Action Items

Michael Trimble

Michael confirmed he would provide Malik with a list of urgent streetlight needs.

Malik, Director of Community Engagement, Councilmember Whitburn

Malik introduced Christina Gaffney, one of the newest community representatives, who will assist with concerns in the downtown area. He encouraged reporting any pressing issues related to encampments, assuring the group that they can escalate unresolved matters to city staff.

Michael Trimble

Michael expressed appreciation to Malik and acknowledged the receipt of the letter. He raised concerns regarding pedicabs blocking crosswalks, emphasizing the importance of addressing this issue with the involved parties.

Community Engagement Updates

- Malik (Director of Community Engagement) addressed ongoing efforts to mitigate problematic behaviors and discussed the importance of implementing preventive measures.

Legislative Update from Robinson (Tasha Burner's Office)

- The legislative session concluded at the end of August, resulting in six bills passing to the governor for signing.
- One significant bill, AB 2666, focuses on public utilities and aims to empower the California Public Utilities Commission (CPUC) to scrutinize utility companies' costs to potentially reduce consumer prices.
- Robinson encouraged attendees to explore the California grant program available at ca.grants.gov, highlighting opportunities in recycling, parks, and emergency services.

New Liaison Introduction

- **Randy Reyes (Council District 3)** introduced himself as the new mayor's representative, replacing Emily, who has moved to the policy team. He is available for any city-related inquiries.



Meeting Approvals

- Michael Trimble called for a motion to approve the minutes from the August 28th meeting. The motion was made by Aaron and seconded; however, abstentions were noted.

Police Department Meetings

- Two recent meetings with Chief Wall and his captains focused on community safety and collaboration.
- Michael Trimble reported on discussions about law enforcement challenges, including the limited prosecution of minor offenses and the need for better communication with the city attorney's office.
- There are 25 new officers from the academy joining the neighborhood policing initiative, which is expected to enhance safety in the Gaslamp Quarter.
- Adjustments to street openings were discussed, with changes planned to begin allowing street openings at 10 PM instead of midnight to improve crowd management during bar closures.

Issues in the Gaslamp Quarter

- Discussions included concerns about problematic merchants who over-serve customers, contributing to disturbances. The association aims to collaborate with the Alcoholic Beverage Control (ABC) to address these issues.

Next Steps

- The association will continue to explore strategies to improve safety and manage nightlife effectively in the Gaslamp Quarter, including promoting job opportunities within the police department and managing problematic establishments.

Comments from Participants

Michael Trimble:

- Emphasized the need for collaboration with internal teams to obtain and share statistics with the membership.
- Stressed the importance of achieving results rather than just discussing issues.

Carlos Becerra:

- Agreed with Michael, mentioning ongoing meetings and the need for increased police presence in the Gaslamp area.
- Highlighted the shortage of police officers and the potential for community involvement in recruiting.

Lucy Burni:

- Suggested gathering emails from business owners to provide insight into the challenges they face.
- Advocated for written communication to enhance visibility and accountability.



Vania Raitano:

- Shared concerns about a violent homeless individual near her business, which has created fear among employees.
- Mentioned the difficulties in obtaining police action without legal measures such as restraining orders.

Cindy Blair:

- Pointed out bureaucratic challenges stemming from the mayor's office that hinder police response and action.

Randy (District 3):

- Clarified that while the mayor's office influences policing, systemic issues involving state measures and the county also play a role in enforcement challenges.

Randy - District 3:

- Expressed concerns regarding issues beyond their control, particularly those managed by the county, such as tail operations and theft, emphasizing the impact of state and county justice reform.

Michael Trimble:

- Suggested not only sending concerns to the Police Department but also directing them to the county supervisors.

Stephen Sherman:

- Commented on the enforcement practices of police officers, noting that while they are taking action, there is a lack of follow-through by the city attorney's office in prosecuting cases. He mentioned the selective nature of prosecutions and expressed frustration over numerous unresolved citations.

Carlos Becerra:

- Mentioned an upcoming election for the city attorney's office, emphasizing the importance of considering these positions in light of the current challenges faced.

Lucy Burni:

- Echoed concerns about the efficacy of current law enforcement and prosecution practices, indicating that the lack of action contributes to a feeling of an unsafe city.

Vania Raitano:

- Pointed out the perceived imbalance of power in the criminal justice system, suggesting that criminals often feel more empowered than law enforcement.

Updates from Michael Trimble

- Michael acknowledged the ongoing struggle with these issues and noted that discussions with the mayor's staff had occurred on August 30th. He provided updates on the proposal to modify the Municipal Code to close the promenade to vehicular traffic Monday through Thursday from 5:00 PM to 10:00 PM, as well as a



request to temporarily remove barriers on a specific block to facilitate merchant participation in redevelopment.

- He mentioned efforts to expedite the process through administrative updates rather than the typical City Council route, hoping for progress within the next 30 days. Additionally, he discussed plans to drive revenue through digital kiosk updates and sought input on activating 5th Avenue for events like merchandise sales.

Michael Trimble

- **Discussion on Council Meeting:**
 - Emphasized the importance of maintaining connections with elected officials, mentioning a meeting scheduled with the council member on November 12th.
 - Stressed the need for ongoing dialogue to address community concerns effectively.
- **Five-Point Plan:**
 - Referenced the five-point plan discussed in previous meetings, questioning the timeline and execution of its elements.
 - Expressed concerns that while the plan outlines valuable initiatives, there are still significant gaps in the strategy that need to be addressed for successful implementation.
- **Support for Prop 36:**
 - Highlighted that the passage of Prop 36 could assist in addressing some behavioral health crises from a county perspective, emphasizing the potential for enhanced treatment options for those in need.
- **Concerns on Enforcement:**
 - Concerns over the effectiveness of issuing tickets for encampments, noting that if no consequences are enforced, it would not lead to meaningful change.
 - Indicated that these issues were not adequately addressed during recent meetings with the chief and police captains.

Vania Raitano

- **Concerns About the Promenade:**
 - Stressed the importance of the promenade and criticized the city's approach of merely reopening it at 10:00 PM without a solid plan to manage issues effectively.
 - Stated that the resolution needs to be more comprehensive and cannot rely on temporary measures that fail to address underlying problems.



- **Merchant Control:**
 - Defended her business and the measures they take to maintain control and order outside their premises.
 - Noted that external factors, such as increased foot traffic and events, still significantly affect their operations, often leading to challenges in maintaining order.

Alma Ascencio

- **Social Media Performance:**
 - Reported a **40% increase** in engagement across social media platforms over the past quarter.
 - Notably, video views surged by **60%**, indicating a strong preference for video content among audiences.
 - Engagement metrics included an increase in likes, shares, and comments, showcasing the effectiveness of the current content strategy.
- **Campaign Success:**
 - Highlighted the success of the recent Taste of Gaslamp event, noting that they exceeded revenue expectations by **25%**, generating approximately **\$50,000** in total revenue.
 - Over **300 attendees** participated, and her promotional efforts, including targeted social media campaigns and collaborations with local businesses, played a crucial role in driving attendance and engagement.
- **Feedback from the Event:**
 - Noted positive public feedback about the event, with many attendees praising the variety of offerings.
 - Mentioned suggestions for extending the event's duration to allow attendees more time to enjoy the offerings, which could enhance future events and participant satisfaction.
- **Influencer Programs:**
 - Continuing to coordinate influencer outreach to feature local venues, emphasizing the importance of partnerships with creators to promote Gaslamp's offerings.
 - Influencer collaborations have led to a **15% increase** in foot traffic to participating businesses, demonstrating the effectiveness of these partnerships in driving local engagement.



- **Local Theater Partnership:**
 - Discussed the renewed partnership with the Balboa theater expressing enthusiasm about their plans for a trade partnership opportunity with businesses.
 - Focused on connecting hotels and restaurants to create a win-win situation where theaters could offer tickets in exchange for promotions on their website, fostering community ties and increasing visitor engagement.
- **Halloween Promotions:**
 - Coordinating the "Gaslamp and Chills" campaign to promote themed events and cocktails.
 - Highlighted activities include movie nights at the Hilton, a zombie crawl, and a partnership with the Hard Rock Hotel, providing **four tickets** and a hotel stay for a giveaway.
 - Actively reaching out to different venues to gather information on their Halloween plans and promote these events across platforms.
- **Ongoing Promotions:**
 - Continuing to work on promotions for the downtown area and the transportation team, maintaining connections with local merchants and overseeing website updates.
 - Prepared engaging content targeting the upcoming playoff season to capture the interest of sports fans and increase foot traffic.
- **Community Collaboration:**
 - Keen on fostering community partnerships, leveraging opportunities for collaboration, and encouraging local businesses to participate in events.

Laurel McFarlane

- **Mobility Campaign:**
 - Recapped the recently launched mobility campaign, noting that the press release has generated notable media coverage.
 - Plans to share details about the outlets that picked it up during the next meeting, enhancing visibility for Gaslamp.
- **Taste of Gaslamp Event Statistics:**
 - Provided insights on ticket sales, noting that they sold **1,200 general admission tickets** and **300 VIP tickets**.
- **Partnership with Yelp:**
 - Highlighted collaboration with Yelp for promotional activities, where Yelp featured various businesses in the area through their events.



- **Craft Cocktail Initiative:**
 - Announced that all participating restaurants received unique business cards containing specific promotional codes.
 - Customers can collect points when ordering craft cocktails, with the code system designed to encourage repeat visits.
 - After the first **15 drinks**, the points reset to maintain ongoing customer engagement.
 - **Upcoming Promotions:**
 - Mentioned plans for an upcoming release targeting hotel partnerships and promoting seasonal events.
 - **Padres Partnership:**
 - Discussed the partnership with the San Diego Padres, allowing Gaslamp to utilize Padre's branding for promotional purposes.
 - This collaboration includes the installation of Padres banners throughout the district and **100 decals** to be distributed to local businesses, enhancing the festive atmosphere during the Padres' playoff season.
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Michael Trimble

- **Banner Installation:**
 - Reported that there was space available for banners, to be installed tonight.
 - Mentioned a buyout running through the 3rd, after which the remaining banners would go up, emphasizing the visual impact of the new installation.
 - **Prop 36 Workshop:**
 - Recapped the successful Prop 36 workshop held on the 18th, highlighting participation from local businesses and media coverage.
 - The workshop educated attendees on the importance of supporting the proposition for better treatment options for chronic homelessness and substance abuse issues.
 - **A-frame Complaints:**
 - Addressed ongoing complaints regarding A-frame signs in the public right-of-way, emphasizing compliance to avoid potential ADA lawsuits.
 - Noted a reduction in A-frame usage among local businesses as a result of these discussions.
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Key Discussions

- **Safety Issues:**
 - A visually impaired individual raised concerns about safety in the Gaslamp Quarter, particularly regarding inadequate city responses to prior incidents.



- Members discussed potential solutions, including improved signage and tactile pathways, increased lighting, and outreach to the local community to gather insights on safety perceptions.
- **Collaboration:**
 - Michael Trimble mentioned connections with Angel, a local security personnel, who has experience working with visually impaired individuals.
 - They plan to facilitate a meeting to address the concerns raised and enhance safety measures.
- **Community Engagement:**
 - Highlighted recent speaking engagements aimed at promoting the Gaslamp Quarter and initiatives surrounding placemaking.
 - Discussed the importance of transportation accessibility for residents and visitors and the potential for community forums to gather feedback.
- **Parking Updates:**
 - Discussed new parking spaces on 4th Avenue identified in collaboration with a senior traffic engineer to alleviate parking congestion.
 - Agreed to monitor usage patterns to assess the effectiveness of the changes.
- **Sponsorship Proposal: Fall-Back Festival**
 - A proposal to sponsor the Fall-Back Festival for **\$5,000** was presented, highlighting the event's potential to attract visitors and enhance community spirit.
 - The proposal was discussed in detail and unanimously approved.
- **Financial Update:**
 - Michael Trimble provided a comprehensive update on the financial status of the Gaslamp Quarter Association, detailing outstanding reimbursements from the city.
 - Encouraged members to review the financial documents shared prior to the meeting for transparency in reporting.

Conclusion

The meeting was concluded by Carlos Becerra, who thanked everyone for their time and contributions to the discussions.

MEETING ADJOURNMENT –meeting ended: 1 hour 59 minutes