



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, October 30th, 2024, | 3:30 PM  
Marriott Gaslamp

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

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

**Carlos Becerra**

Aron Langellier

Josefine Jandinger

Jeff Burg

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

**Michael Trimble**

Michael calls the meeting to order and introduces Carlos Becerra to start the session.

**Carlos Becerra**

Carlos thanks everyone for attending board meeting.

**Michael Trimble**

Michael thanks everyone for attending and opens the floor for non-agenda public comments. He invites anyone from the public to speak for two minutes.



**Public Comment**

A speaker thanks Mike for bringing up topic 980. They discuss issues with vehicles, pedicabs, and businesses obstructing sidewalks with frame signs. The speaker expresses concern for pedestrians and people in wheelchairs, urging the board to address these issues seriously.

**Michael Trimble**

Michael thanks the speaker and asks if anyone else from the public would like to comment.

**Alonzo (Clean and Safe)**

Alonzo provides updates on the Clean and Safe program. He mentions the downtown clean plan and explains that Gaslamp is a testing ground for several initiatives. He highlights the issue of missing and dead trees in Gaslamp, noting that plans are in place to replace or remove 14 trees in the next two months. Alonzo also discusses curbing efforts, mentioning that red zones are 100% complete, while yellow zones are just starting and will be completed in four weeks. He shares details about a new sidewalk cleaning machine, the Cyclo, which uses water and is more efficient, ensuring that no water enters storm drains. The project is expected to be completed before the holidays. The plan also includes sealing the sidewalks to maintain cleanliness after gum and debris are removed.

**Alonzo (Clean and Safe Program)**

Alonzo provided an update on the partnership's efforts to install trees for security in the Gaslamp area. The trees will be funded and installed by the partnership, but property owners will also be involved in some areas. Agreements with property owners are still being finalized, and the audit has recently concluded. Alonzo mentioned that outreach to property owners is underway, and he may contact some board members for further coordination.

**Clayton Flower**

Council Member Clayton Flower highlighted key statistics for the month of September. Over 4,400 maintenance and safety requests were handled by the team, with 89% resolved in-house. The maintenance team processed 1,300 requests, while the safety team managed 3,100. There was a notable decrease in the number of unsheltered individuals, with an overall 42% drop year-over-year, from 1,400 to 800 individuals. Clayton emphasized the ongoing work in supporting this vulnerable population, including 341 individuals being reconnected with their families and 150 enrolled in case management programs. He also announced the upcoming "Stay Fit Downtown" event, with yoga in the park on November 3rd .

**Michael Trimble**

Michael asked Clayton about the progress on the renewal of the Property Business Improvement District (PBID), which Clayton confirmed is on track. The renewal process is progressing, and petitions for support have been collected. Information about the PBID renewal will be shared in the coming months.

**Joe Santos**

Joe raised concerns that his landlords were unaware of the PBID renewal process, or the petitions being circulated. Clayton assured him that he would follow up offline and ensure the landlords receive the necessary information, including the upcoming ballots for voting on the PBID renewal.

**Lucy Burni**

Lucy also expressed interest in staying updated on the PBID renewal, mentioning her tenants and the need for clear communication on any changes. Clayton offered to connect with her offline and provide the relevant details.

**Michael Trimble**

Michael moved the discussion forward to the next topic, introducing the San Diego Police Department - VICE.

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**San Diego Police Department Update:**



**Officer Mike Herrington, Vice Division**

Officer Herrington introduced himself as the new Vice Officer, having recently joined the team. He emphasized the importance of early intervention in situations where people might be over-served alcohol in the Gaslamp Quarter. He urged business owners and community members to contact the police early if they notice any concerning behavior to prevent incidents from escalating. He also mentioned that additional undercover officers would be deployed in the area starting tomorrow night, ensuring a heightened presence over the weekend.

Officer Herrington discussed the increased police presence in the Gaslamp Quarter, particularly in response to ongoing safety concerns, with officers being active around certain areas. He acknowledged the community's feedback and emphasized that while enforcement actions may create temporary disruptions, the intention is to address the bad actors in the area. Officer Herrington also expressed appreciation for community input, stating that they would continue to collaborate with local businesses and board members to improve the situation.

**Vania Raitano**

Vania raised concerns about the heavy police presence in her area, describing it as disruptive and potentially harmful to tourism. She mentioned that her businesses have seen a drop in revenue, particularly on weekends, as a result of this intensified presence. She expressed frustration that certain businesses, especially those near troubled spots, are bearing the brunt of this situation. Vania stressed the importance of balancing safety with a welcoming atmosphere for tourists and businesses, warning that the current situation could damage the Gaslamp Quarter's reputation as a vibrant destination.

Vice Officer Herrington acknowledged the concerns, stating that the presence was necessary due to public safety issues but agreed that the situation should be balanced. He suggested a meeting with the Central Division and Chief to discuss specific issues affecting local businesses. Both sides agreed that ongoing communication would help resolve the issues over time.

**Captain Ryan (SDPD)**

Captain Ryan provided an update on the deployment of resources, noting that the enhanced police presence had just started and would be closely monitored.

**Randy Reyes (Mayor's Office)**

Randy briefly mentioned updates on homelessness initiatives, including expanded shelter options, safe parking sites, and a new project to acquire hotel space for additional beds.

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## **Update on the Pedicab Ordinance**

**Speaker: Randy Reyes, Mayor Gloria's Office**

Randy provided an update on the Pedicab ordinance. The second reading of the ordinance has passed and is now officially completed. Moving forward, the focus is on enforcement. Randy mentioned that he had reached out to District 3 but hadn't received feedback. He plans to follow up with Councilmember's office and connect with both the Central and Western Divisions regarding the implementation of enforcement strategies.

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## **Event Updates from GQHF**

**Speaker: Rhiannon Luna, GQHF**



Rhiannon gave an update on the upcoming “Fall Back” event, scheduled for Sunday, November 5, from 12:00 PM to 4:00 PM, featuring family-friendly activities. She thanked the Gaslamp Quarter Association for sponsoring the event. Rhiannon also highlighted the Victorian Holidays event, which will run through January, featuring holiday lights and decorations. Additionally, GQHF is collaborating with a theater group for a live show at the Gaslamp Museum.

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## Approval of September 25th Minutes

**Speaker: Michael Trimble** The minutes from the September 25th meeting were presented for approval. A motion to approve was made by Carlos and seconded. The motion passed unanimously without any abstentions.

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## Land Use & Planning Committee Updates

**Speakers: Catalina & Marcia, Land Use & Planning Committee**

Catalina and Marcia provided updates on the revisions to the Gaslamp Quarter’s Plan District Ordinance (PDO). They emphasized that while the committee is making recommendations, the final revisions will be handled by the Urban Division. The aim is to modernize the PDO, eliminate redundancies, and align it with other development codes. The proposed changes include:

- **Height Limit Adjustments:** A recommendation to raise the height limits in certain parts of the Gaslamp Quarter to allow for more development, specifically between F Street and Broadway.
- **Live Entertainment Licensing:** A suggestion to require businesses applying for live entertainment licenses to also be open during the day.
- **ATMs & Cannabis Sales:** The committee expressed that ATMs should not be visible on 4th, 5th, or 6th Streets, and cannabis sales should not be permitted in the Gaslamp.

Other discussions focused on signage rules, including restrictions on LED lights, neon signs, and temporary banners. The committee stressed the importance of maintaining the historical integrity of the district, while also considering modern needs like multimedia displays.

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## 1. Code Compliance and Enforcement Discussion:

- The group discussed the lack of code compliance officers actively enforcing design guidelines and street usage regulations in the Gaslamp Quarter (GQ). Historically, the city provided regular enforcement, but this has been inconsistent.
  - The city manager is identified as being responsible for enforcement in the PDO, but there are concerns about the effectiveness of the current process.
  - Enforcement of violations like improperly placed signs, non-compliant furniture, and street use violations is a key concern.
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## 2. Streeteries:



- The group expressed concerns about the current streeteries in the Gaslamp, noting that they are not functioning successfully and are causing issues.
  - Suggestions include standardizing the existing streeteries (e.g., using black wood platforms with railings) and limiting furniture to patio-style seating with no unnecessary items.
  - A designated area with clear business boundaries and proper ADA ramps should replace the current streeteries.
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### **3. Permits and Compliance:**

- Some businesses that have followed all regulations are still facing difficulties, such as expired permits or citations. There's frustration over businesses that remain in violation while others that comply are delayed or shut down.
  - Businesses have been pushing for approvals, but enforcement and city processes are slow, and many businesses face citation issues despite compliance.
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### **4. Concerns Over Historic Preservation:**

- Shared a broader perspective on the historic value of the Gaslamp Quarter, emphasizing the importance of maintaining its architecture and character, which are integral to its identity.
  - Concerns were raised about how flashing lights and modern signage might undermine the historical charm of the area. The group emphasized that maintaining this character should be prioritized.
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### **5. Patio and Outdoor Seating Regulations:**

- There is a push for patios to be removed when a business ceases operation, especially if the space is no longer being used for dining. Empty, unused patios should be cleared to improve pedestrian flow.
  - Discussions included the idea of adding conditions to patio permits, requiring removal once the business ceases operations.
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### **6. Enforcement Authority:**

- The group expressed frustration over the lack of enforcement and suggested that the Gaslamp Quarter Association (GQA) could take a more active role in issuing citations.
  - There was some discussion about the potential for the GQA to become the first level of enforcement.
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### **7. Next Steps:**

- These recommendations will be submitted to the city plan, but it was noted that this is just the beginning of ongoing discussions about the future of the Gaslamp Quarter.



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## Summary of Discussion:

- **Meeting with the Mayor and Staff:** Michael Trimble provided an update on the recent meeting with the Mayor's office and various city departments, focusing on neighborhood investment, infrastructure, and funding for Phase 2 of the promenade. Key issues discussed included the PBID renewal and ongoing challenges with enforcement, particularly regarding sidewalk patios and safety concerns.
- **Sidewalk Patios and Enforcement:** Michael raised concerns about businesses extending patios beyond the approved area, specifically citing an example of patios extending 17 feet into 5th Ave with expired permits. He emphasized that this could compromise fire lanes, especially during events like the Day of the Dead. However, he expressed frustration over the lack of quick action from city staff.
- **PBID Update:** Clayton Flower provided an update on the PBID process, explaining that the petition phase is currently underway. Once the threshold for property owner approval is met, the legislative process will proceed, followed by a Council hearing and a public ballot. The new PBID is expected to begin on July 1, 2025.
- **Clean & Safe Program:** Alonzo from the Clean & Safe team discussed various improvements in neighborhood cleanliness and safety, including a new rapid response team and an experimental district manager role to provide proactive quality control in the area. This role aims to oversee not just the Clean & Safe crew but also other service providers and ensure the neighborhood's overall upkeep. He noted that while they are experimenting with new services now, official operationalization will begin in July 2025.
- **Street Closures and Modifications:** Michael also mentioned a modification to the MOU, allowing for street closures from Monday to Thursday starting at 3:00 PM and closing by 5:00 PM. This was approved by the Mayor, though there are still challenges regarding circulation and hotel access on certain streets. Michael is working to ensure future requests for changes can be made more efficiently without needing to go through the lengthy MOU amendment process.

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## Updates on Key Programs and Initiatives

- **ADA Compliance:** Michael Trimble provided an update on ADA progress, including the approval of bike rack barricades to improve sidewalk accessibility and prevent crosswalk blockages. He emphasized the responsibility of businesses to ensure accessibility in the public right of way and mentioned that notifications would be sent to members regarding compliance.

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## Public Opinion Regarding ADA (Americans with Disabilities Act)

Alli, a person with a visual impairment, shared feedback regarding accessibility within the Gaslamp Quarter under the Americans with Disabilities Act (ADA). His feedback highlighted both positive aspects and areas for improvement:

- **Positive Observations:** Alli acknowledged improvements in the district's accessibility, particularly with accessible entrances and the removal of obstructions that block pathways. He appreciated the efforts of some businesses in becoming more inclusive for people with disabilities.
- **Concerns Raised:** Alli pointed out challenges he faces as a visually impaired individual navigating the area. He specifically raised concerns about the lack of tactile paving at intersections, insufficient audible signals at traffic



crossings, and signage blocking pathway, which make it difficult for blind individuals to navigate safely and independently.

- **Suggestions for Improvement:** Alli suggested several improvements, including the installation of tactile paving, more audible crossing signals, and better, consistent signage. He emphasized the importance of involving people with disabilities in the planning process to ensure that their needs are adequately addressed.

Overall, Alli's feedback stressed the importance of continuing to prioritize accessibility improvements to make the Gaslamp Quarter fully inclusive for all residents and visitors.

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### Other Updates

- **Sticker Program:** Catalina & Marcia from Land Use & Planning introduced a new program where volunteers will walk through the Gaslamp Quarter, placing stickers on code violations such as temporary signs or items in the right of way. They also distributed brochures explaining these violations.
  - **Code Violations:** Businesses may find stickers on temporary or A-frame signs if they violate codes. Violators can contact Michael Trimble for further action.
  - **Physical Obstructions:** The group discussed businesses obstructing sidewalks with umbrellas, tables, and crowd control, creating obstacles for pedestrians and ADA accessibility. Catalina & Marcia proposed measuring umbrella heights and working with businesses to ensure compliance.
  - **Business Accessibility:** Michael Trimble highlighted the importance of businesses becoming ADA certified and creating accessible maintenance programs. Further reminders will be sent to members.
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### Social Media Marketing Recap - Alma Ascencio

Alma Ascencio provided updates on the Gaslamp Quarter's social media marketing efforts for the past month. Key metrics from September to October were highlighted:

- Social media engagement rose by 48% compared to September.
- The audience's comments and interactions increased by 38.3%.
- Video views surged by 129.6% compared to September.
- The Gaslamp Chills Campaign saw a notable increase in reach and engagement, focusing on Halloween-themed events, hotel pop-ups, and content creator collaborations.
- Alma mentioned that the Gaslamp Halloween Page on the website trended on Google, achieving an organic reach of over 1000 new page views.

Ongoing projects include the Gaslamp Influencer Program, coordination with Blue Barn Creative for the Pet Parade event, and the "Jingle All the Way" holiday campaign. Alma emphasized the importance of maintaining a strong social media presence and continued collaboration with the SEO team to ensure the website remains relevant.

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### Promotions and Media Coverage – Laurel McFarlane

Laurel McFarlane shared updates on media coverage and upcoming promotional efforts:



- Gaslamp Quarter has been featured in numerous outlets such as the Union Tribune, San Diego Family Magazine, TV spots, and San Diego Town News.
- The transportation initiative continues to gain attention, with coverage from San Diego Town News and Gente Bonita.
- Efforts to promote holiday-themed events are ongoing, including Gaslamp Chills, Dia de los Muertos, and Thanksgiving events.

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### Future Events and Campaigns

- **Pet Parade:** The annual Gaslamp Pet Parade will take place on Saturday, December 14th. Sign-ups are already in progress, and a couple of bands will perform.
- **Upcoming Holidays:** Gaslamp's holiday season will feature promotions such as "Jingle All the Way," Gaslamp Pet Parade, and New Year's Eve celebrations.

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### Closing Remarks

- **Public Engagement:** Michael Trimble reminded attendees about ongoing efforts to engage the public through events and promotional activities.
- **City Planning and Future Vision:** Michael shared that he had recently given tours to city planners from the City of Oahu, showcasing Gaslamp's transformation into more pedestrian-friendly spaces.
- **Next Board Meeting Decision:** The board was asked to decide whether to hold the final meeting for the year on December 4th or December 11th.

**Adjournment:** Carlos officially adjourned the meeting, thanking all attendees for their participation.

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**MEETING ADJOURNMENT –meeting ended: 1 hour 43minutes**