



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, MAY 28TH, 2025, | 3:30 PM
Hilton Gaslamp Quarter

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

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

- Carlos Becerra
- Aron Langellier
- Josefine Jandinger
- Lucy Burni
- Josefine Jandinger
- Joe Santos

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

Call to Order:

Michael Trimble, Executive Director, opened the meeting at 3:35 PM, confirming a quorum was



present. He welcomed board members, liaisons, and guests, and noted that the meeting would be recorded to ensure accurate transcription of the minutes. He then opened the floor for public comment, allowing two minutes for public input. No comments were received.

Liaison Reports:

1. **Clayton Tyler – Downtown San Diego Partnership**

Clayton provided an update on the ongoing neighborhood property owner meetings aimed at preparing stakeholders for the July 1 launch of the updated Clean & Safe Program. He emphasized that while each meeting is tailored to specific neighborhoods, stakeholders are encouraged to attend any upcoming session. The next meetings will focus on the Columbia District (May 29), Cortez Hill (June 5), City Center (June 12), and Beach Village (June 17). April statistics showed a total of 4,951 service requests with a 97.7% resolution rate. The in-shelter count rose to 902 individuals, an 11% increase from the previous month, though still showing long-term improvement from two years ago. Since July 2024, the program has reconnected 516 individuals with support networks and facilitated 32 permanent housing placements through outreach.

2. **Larry Turner – San Diego Police Department (SDPD)**

Officer Turner detailed the restructuring within SDPD, including the implementation of a Direct Response Team (DRT) and the continued use of the Gaslamp-focused bike patrol. He encouraged board members to submit photos and location-specific complaints to better target persistent problem areas. Turner also noted the imminent relocation of the Gaslamp enforcement team's operational base from Horton Plaza, requesting help identifying a secure, central alternative. Ideal locations would include space for bike storage, computers, and a secure area for parking.

3. **Melanie – Vice Unit, SDPD**

Melanie introduced herself as a representative from the Vice Unit and emphasized their oversight role over all ABC-licensed and entertainment establishments. She invited board members to report concerns regarding promoters, alcohol violations, or nightlife management practices and confirmed that coordination with Officer Turner will help streamline communication.

4. **Jason Wise – Office of Senator Atila Webber Pearson**

Jason briefed the board on the state budget outlook, projecting a \$12 billion shortfall based on tax receipts. California's total proposed budget is \$320 billion, with approximately \$15 billion in reserves. Jason stressed the importance of timely feedback on legislation and flagged a bill offering a 60-day correction period for ADA violations prior to litigation as one that may benefit GQA members. He encouraged stakeholders to contact the Senator's office for advocacy support or help with navigating state agencies.

5. **Ross Tritt – Office of Assemblymember Tasha Boerner**

Ross introduced himself as the new liaison, replacing Robson Winter. He acknowledged the state's challenging budget environment and emphasized Assemblymember Boerner's focus on safeguarding healthcare and food access for vulnerable populations. Ross also promoted a webinar on the health risks of microplastics and a job fair for public service roles. He welcomed collaboration and offered assistance with legislative concerns.



Consent Agenda:

Michael Trimble presented the meeting minutes from March 26 and April 30 for approval. Carlos Becerra motioned to approve; Josephine seconded. The motion carried with abstentions from Kim Shattuck and Steve.

Comic-Con Contract Discussion:

Michael reviewed the updated Big Outdoor contract for the Comic-Con archway activation. He walked through eight amendments made to the redline version, which included clauses on liability, insurance coverage, permit compliance, and fine responsibilities. Michael emphasized the importance of these revisions in protecting the organization. The board unanimously approved the revised contract after a motion from Howard Greenberg and a second from Carlos Becerra.

Banner Program Update:

Michael reported that 12 banner campaigns have been secured to date for 2025, with total revenue reaching \$41,890. The finalized Comic-Con banner package contributed significantly to this total. He also mentioned exploratory discussions about using vacant storefronts along 4th Avenue for temporary film-related activations, potentially timed with Comic-Con.

Community Parking District Update:

Michael updated the board on the FY26 budget submission for the Community Parking District (CPD). The city initially rejected proposals for enhanced lighting and mobility marketing but reversed its decision on marketing after further negotiation. Michael noted that while the marketing component is now approved in concept, he is seeking written confirmation before allocating funds. Upcoming City Council hearings on June 2–3 may influence budget finalization. Michael asked the board to be prepared to provide letters of support. He also shared that streetlight repairs along 4th Avenue between Broadway and F Street are tentatively scheduled for completion in June.

Mental Health and Homelessness Symposium:

GQA was invited to participate in a county-led symposium on June 9 addressing mental health and homelessness in relation to the criminal justice system. Michael and Howard Greenberg will attend. The event is hosted by the District Attorney's office and includes a presentation on new tools such as the Shelter Ready app. Michael asked board members to review a list of proposed questions and help narrow them to the top five for presentation. He stressed the importance of advocating for more focused support in the Gaslamp Quarter, given its dense hospitality economy and public safety challenges.

California Alliance of Family-Owned Businesses:

Michael introduced a proposal to join the statewide California Alliance of Family-Owned Businesses, which advocates for small and family-run franchise operations. While the Gaslamp has few traditional fast-food outlets, joining the alliance demonstrates solidarity with small businesses. A motion to join was made by Joe and seconded by Aron. Lori abstained. The motion passed.

Upcoming Meeting with Police Chief:

Michael reminded the board of the upcoming June 5 meeting with SDPD Chief Wahl and his executive team. The meeting will take place at the Hilton. He requested that board members review a list of pre-



submitted questions and select five priority topics to ensure a productive conversation. Topics under consideration include open container allowances, late-night permitting, illegal vending enforcement, and staffing for walking patrols. Confirmed attendees included Carlos, Lucy, Josephine, Aaron, Chris, Laurie, Joe, Steve, and Howard.

Marketing Update – Alma Ascencio:

Alma Ascencio, social media and Digital Marketing Manager, delivered an in-depth performance report on the Cinco de Mayo campaign and presented upcoming marketing strategies.

Cinco de Mayo Results:

- ï Attendance increased by 12,000 year-over-year, with an estimated 65,000 attendees in 2025.
- ï Social media generated over 6 million impressions, driven by a blend of organic content, paid advertising, and sponsored influencer collaborations.
- ï Audience engagement more than doubled compared to April 2024.
- ï Reach expanded by 262.7%, indicating successful acquisition of new audiences beyond existing followers.

Advertising Performance:

- ï Over 1.49 million ad impressions were delivered through Google Performance Max.
- ï 41,000+ ad clicks were recorded with a highly efficient \$0.09 CPC (Cost-Per-Click).
- ï Ads ran across YouTube, Gmail, Google Maps, and display networks, with geo-targeting tailored to San Diego and cross-border audiences.

Media Coverage:

- ï Live TV segments secured on Univision, Fox 5, and KUSI.
- ï Extensive radio coverage with Pulsar and Invasora, including live interviews and on-air promotions.
- ï High-value earned media contributed to broad demographic exposure, including bilingual outreach to Hispanic and family-based audiences.

Event Engagement:

- ï Notable activations included Lucha Libre performances, a lowrider showcase, live music, and all-breed dog races.
- ï Public interaction and photo opportunities were significantly enhanced through performer engagement and staged street activations.
- ï Event drew a more diverse, family-friendly crowd than prior years.

Looking Ahead – June Strategy:



- Launching "Eat Around the World" campaign spotlighting the cultural diversity of Gaslamp cuisine.
- Highlighting rooftop bars and pregame options aligned with Padres home games.
- Influencer campaigns, creator partnerships, and giveaways are scheduled to drive weekday and weekend traffic.
- SEO optimization and content updates continue on gaslamp.org to ensure high visibility in nightlife and event search results.

Alma closed by emphasizing the importance of consistent storytelling paired with data-backed ad performance. The Cinco de Mayo campaign was a key example of impactful, cost-effective community marketing.

Marketing & Event Update – Jenna Thompson:

Jenna Thompson presented a comprehensive recap of the 2024–2025 event and media campaign highlights, as well as upcoming initiatives.

Major Outcomes:

- Cinco de Mayo generated \$76,000 in sponsorship revenue and \$11,000 in grant funding, netting a \$15,000 profit against a budgeted loss.
- Restaurant Smackdown, live e-voting, and expanded family-friendly programming contributed to broader media appeal.

Media and Promotions Summary:

- Over 180 verified coverage links were logged across TV, radio, print, and digital.
- Major outlets included CBS, ABC, Fox, SD Uptown, and SD Gente Bonita.
- Strategic influencer partnerships supported organic reach beyond GQA-owned channels.

Program Enhancements and Rollouts:

- Craft Cocktail Crawl is being rebooted with a web-based platform integrated into gaslamp.org.
- A unique QR-code validation system will allow seamless prize redemptions (magnets and shirts) at participating venues.
- Staff training materials and quick-reference guides are in production to ensure venue compliance and reduce friction.

Upcoming Activations:

- Pickleball Nights (August–September)
- Coffee Shop DJ Pop-Up (August 2)
- Sunset Blanc Labor Day White Party promotion
- Halloween costume runway + beer garden activation
- Taste of Gaslamp 2025 (September 20)



- Holiday Pet Parade + KUSI live broadcast partnership

Digital Billboard Plan:

- Targeted visibility for Taste of Gaslamp, Halloween, and Craft Cocktail Crawl.
- Secondary asks include Father's Day, Independence Day, and Labor Day.

Adjournment:

Carlos Becerra adjourned the public meeting and entered closed session pursuant to Government Code Section 54956.92 to discuss anticipated litigation regarding the Gaslamp Promenade operational agreement and FY25 invoices.

Meeting adjourned at 5:12 PM.