



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, April 30th, 2025, | 3:30 PM  
Pendry San Diego Hotel

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

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

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

---

Michael Trimble opened the meeting, noting the urgency due to a Padres baseball game in town and the need to keep the meeting concise.

**Carlos Beccera** officially called the meeting to order at 3:31 PM, confirming quorum was met.

**Acknowledgment of Recording**

Michael Trimble reminded all attendees that the meeting was being recorded for the purpose of accurate minute-taking. By attending, participants consented to the recording.



## **Public Comment (Non-Agenda Items)**

No members of the public requested to speak.

---

## **Liaison Reports**

### **Larry Turner – SDPD**

Larry provided an update on the staggered SDPD bike team deployment. One team covers Thursday through Saturday, and another covers Friday through Sunday. Due to Padres baseball games, some Thursdays may lack coverage unless there is a game that evening. Larry asked merchants to notify SDPD of any emerging issues on those uncovered Thursdays. He mentioned the availability of a direct response team for areas experiencing ongoing issues.

Michael Trimble expressed concerns about a merchant near F & Market whose outdoor dining setup is encroaching on the sidewalk and contributing to late-night disturbances. He suggested a joint meeting with SDPD and the merchant to address the issue. Larry Turner (SDPD) agreed to coordinate and follow up with a scheduled meeting that would include Michael and Jake.

VICE from SDPD also urged business owners to train their staff to better manage inebriated patrons to avoid fights and reduce altercations with officers.

---

### **Clayton – Downtown San Diego Partnership**

Clayton reported that Clean & Safe received 4,361 service requests in the last month, 95% of which were handled internally. SDPD has worked closely with the Clean & Safe team on safety initiatives, contributing to 172 felony arrests in six months.

An audit identified problem businesses leaving trash bins out, and Clayton asked for Michael's help contacting property owners. Clayton reported an 18% decrease in unsheltered individuals in March (811 counted vs. 809 in March 2024). Since July 2024, 477 people have been connected to supportive services, 378 enrolled in case management, and 29 successfully housed.

The Partnership is pushing for more county support on mental health issues. Discussions are underway with County Supervisors to improve downtown mental health response



teams. Cindy Blair raised concerns about the time it takes to get help for individuals in crisis. Larry noted that some response times can be fast, but others take much longer due to staffing constraints.

---

## **GQA Business Updates**

### **Consent Agenda**

Minutes from the March 26 meeting were deferred to May due to the workload from Cinco de Mayo preparations.

**Alma Ascencio** (Absent — representing GQA live on-air at KUSI for Cinco de Mayo promotion)

---

### **FY25 Reimbursements & Promenade Update**

Michael Trimble reported that a reimbursement request was submitted to Councilmember Whitburn's office. Jacob O'Neil confirmed the Councilmember had been briefed and that \$100,000 in FY25 reimbursements are moving forward. A meeting with Chief Wall and captains is being scheduled for May.

### **Spaces as Places Update**

Joe Santos raised a major concern about DSD suddenly requiring unsightly orange water-filled K-rails around parklets. This was not previously communicated and is not outlined in the design manual. Joe's parklet was being singled out as a model for compliance, which appeared arbitrary. Michael Trimble followed up with DSD, who agreed to pause enforcement pending board feedback. Further updates are expected in May.

Vania Raitano shared that her business received an extension due to expired paperwork and blamed delays on City processes. She confirmed that during construction, her parklet is blocked off as required.

Michael also noted that DSD fees are increasing by 12.3% effective May 5, 2025. Reema from DSD was invited to address the board but declined, citing a lack of updates.



### **Event Production RFP**

Michael informed the board that Laurel McFarlane's current event production contract expires on July 30. The board unanimously approved moving forward with a formal RFP process in May to allow time for proposal review before August 1.

### **Community Parking District**

Two submitted proposals (Mobility Marketing and Enhanced Lighting on 6th Avenue) were denied by the city. Despite policy 100-18 not being amended yet, the City is reevaluating what qualifies as eligible spending. Enhanced lighting was labeled as "decorative," a term contested by GQA and other neighborhoods.

### **Lighting**

- **Unfunded Project List Push:** City is pressuring bids to use CPD funds on long-standing unfunded projects (crosswalks, street repair, Gaslamp maintenance), minimizing neighborhood-driven initiatives.
- **Gaslamp LED Proposal:** Conversion of all 360 Gaslamps to LED estimated at \$360,000; currently, \$94,000 is available.

### **ESPEC Budget Concerns**

The Mayor's Office may cut the ESPEC budget in FY26, jeopardizing \$31,344 typically allocated to GQA for services like police and fire support during events. GQA and the BID Alliance plan to present at City Council on May 5 to protest the potential cuts.

### **Financial Update**

GQA remains financially stable and continues to maintain a six-month cash cushion. March reports are pending finalization. Michael is preparing FY26 projections that will factor in outstanding reimbursements.

**A new \$55,000 contract for Comic-Con was confirmed by Big Outdoor/Universal. The project involves promoting the film *Bad Guys 2* using creative street signage.**

---

### **Cinco de Mayo Event Update – Laurel McFarlane**



Laurel detailed expanded plans for Cinco de Mayo on May 3, including a larger footprint, new sponsors, and enhanced programming. The Artisan Market is being fully integrated this year, alongside colorful decorations and community activities.

Added attractions:

- Dog/owner look-alike contest (Perfect Pair Pageant)
- Lowrider car showcase with rotating cars (two shifts to avoid empty spots)
- Luchador Matches
- Multiple stages: a main stage and one in the beer garden

Sponsorship totaled \$85,750 from brands like Arizona- Jumex, Don Julio, Estrella, Gomez Attorney, Verizon, and more. Support from iHeartRadio and other media partners is expected to drive strong attendance.

### **Restaurant Smackdown – Gaslamp Belt Match**

Eight restaurants sponsored Lucha Libre wrestlers who will compete for the Gaslamp Belt. Each wrestler will wear the sponsoring restaurant's branding and conduct in-restaurant meet and greets.

### **Event Footprint Adjustment**

Due to valet concerns from the AC Hotel, the event was shifted south one block to avoid operational conflict. This streamlined setup and vendor placement.

### **Media & Promotion**

The event received press coverage from Univision and KUSI. Attendance is expected to exceed last year's 56,000. Promotional activations include action-figure-themed giveaways, custom sponsor wrestling gear, and influencer-led social content.

---

### **Adjournment**

Carlos Beccera adjourned the meeting at 4:23 PM.