



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, OCT 29TH, 2025, | 3:30 PM
San Diego Marriott Gaslamp Quarter

Present Board Members	Absent Board Members	GQA Staff
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	Carlos Becerra Sean Renard Vania Raitano	Alma Ascencio Michael Trimble

1. Call to Order – Directors Present

- Aron Langellier
- Josefine Jandinger
- Lucy Burni
- Joe Santos
- Jeffrey Burg

2. NO Minutes approved: September board meeting cancelled due to no quorum

CALL TO ORDER & NOTICE OF RECORDING

Michael Trimble called the meeting to order and announced that the meeting was being recorded solely to ensure accuracy of the minutes. All attendees acknowledged and consented to the recording. A quorum was confirmed.



NON-AGENDA PUBLIC COMMENT

Michael opened the floor for public comment. No public comments were made.

LIAISON REPORTS

San Diego Police Department (SDPD)

SDPD & Vice Division Report

Dan from SDPD's Vice Unit provided updates on scheduling the upcoming **GQ Safe meeting**, previously referred to as "revisiting conditions" (but not formally called training).

- Two proposed dates: **November 20 or December 18**, both at 1:00 PM.
- SDPD is coordinating internal staff availability and requested GQA to confirm the preferred date with Captain.
- A curriculum is being prepared by Sergeant Curry to address conditions, best practices, and enforcement observations to help operators understand how to mitigate risk and improve compliance.

Michael confirmed he would circulate the dates to the community, secure a meeting location, and finalize agenda items.

Detective Melanie – SDPD

Detective Melenie provided safety and enforcement updates:

- **Halloween weekend expected to be extremely busy**, with large crowds, masks, costumes, and face paint. Bartenders should be reminded to check IDs carefully and assess behavior, including eye contact and intoxication indicators.
- **Violence levels among weekend crowds have increased**, creating additional challenges for officers.
- SDPD successfully shut down an **after-hours illegal club** operating inside a commercial property by exploiting access to unused spaces.
 - Property owners were advised to communicate closely with tenants and security teams.
 - Illegal operators are breaking into unused commercial spaces, setting up temporary clubs, selling alcohol, and offering entertainment.
- Numerous ABC investigations are underway; many cases are pending posting and formal action.
- SDPD reiterated that official violation notices cannot be disclosed until ABC publicly posts them.



Michael thanked SDPD for their work and collaboration.

Jason Weiss – Office of Senator Dr. Akilah Weber-Pearson

Jason presented two community initiatives:

1. Prostate Health 101 Webinar

- Hosted by the Senator, a licensed medical doctor.
- Scheduled for **November 18 at 5:30 PM.**
- Open to all, no RSVP required.

2. Turkey Dinner Giveaway

- Scheduled for **Saturday, November 22 at 10 AM** at Madison High School.
- Designed to support families in need.
- Flyers were distributed and attendees were encouraged to share with their networks.

Jason invited questions; none were raised.

Economic Development Department – City of San Diego (Sean)

Sean provided the following updates:

- **Contract compliance reviews** will take place in the coming months; BID managers should ensure all required documents are available online.
- **Budget season** begins in December; organizations should begin preparing their financial planning for the upcoming year.
- Sean will follow up with Joe Santos regarding pending **grant-related permit issues**.
- Michael inquired about the status of **CPPS grant notifications**, which were expected in October. Sean will follow up with the Council office.

DISCUSSION – HOT DOG VENDORS & ILLEGAL STREET OPERATIONS

This section generated significant discussion from board members, SDPD, and operators.

SDPD Perspective

- Street vendors have become **highly emboldened**, confrontational, and indifferent to law enforcement presence.



- Officers encounter **large crowds**, aggressive behavior, and mob-like interference during enforcement actions.
- Illegal vendors use **propane tanks, fryers, and grills**, creating hazardous conditions.
- Enforcement is complicated because violations are largely **code compliance issues**, not criminal offenses.
- Confiscated equipment is inexpensive to replace, making penalties ineffective.

Businesses Experiences (Joe, Jeff, Cindy, others)

Operators expressed frustration at:

- The dramatic increase in illegal vending—over **100 vendors in one weekend**.
- Smoke, odors, and crowds interfering with business entrances.
- Hot dog carts placed **directly in front of venues**, blocking access.
- Health and safety concerns, including open flames and unregulated cooking.
- Legitimate businesses being cited for minor infractions while illegal vendors operate unchecked.
- Guests leaving due to smoke and congestion.

Michael emphasized that the GQA continues to raise these concerns with City leaders, but legislative changes and enforcement gaps have severely limited the City's ability to act.

Jason Weiss Feedback

Jason requested more details about the specific state legislation operators believe is restricting enforcement. Michael will send him the memo summarizing Senate Bill 63 and its impact.

Jason noted that **other cities are not experiencing the same scale** of the problem, suggesting the issue may be rooted in local enforcement philosophy rather than state mandates.

CITY ATTORNEY MEETING – UPDATE FROM MICHAEL TRIMBLE

Michael met with the City Attorney on October 23 to discuss:

- **Increased misdemeanor prosecutions** for Gaslamp-related violence and disorder.
- The City Attorney's willingness to participate in **GQ Safe meetings** and quarterly collaborative sessions.
- Request for the City Attorney's Office to resume attending GQA board meetings.
- Communication gaps between business operators, SDPD, and the City Attorney's team.



Michael expressed strong concern over escalating violence and the “revolving door” effect—individuals arrested and released with minimal consequences.

The City Attorney agreed to:

- Review monthly case volume
- Report back on patterns
- Identify areas where prosecutorial action can be strengthened

Michael will invite board members to join the next meeting with the City Attorney and plans to request similar engagement from the District Attorney’s Office for felony-level cases.

Jeff asked about the status of enforcement against illegal hot dog vendors; Michael reiterated that SB 63 and recent legislative decisions have complicated enforcement and removed key tools.

IKE KIOSK UPDATE

Michael provided an update regarding the surprise installation of **Ike digital kiosks** in the district:

- Several kiosk installation sites have been **spray-painted** in the Gaslamp Quarter without advance notice to GQA.
- Three sites were identified: near the Blarney Stone (Island Ave), near Lou & Mickey’s, and another location identified by Michael.
- GQA has repeatedly communicated that Ike kiosks **do not align** with the historic character of the Gaslamp.
- Some of the documentation Ike claims authorizes installation is currently with the **City Attorney** for review.
- GQA leadership is coordinating a **small negotiation group** to meet with Ike and outline the district’s concerns.
- This kiosk conflict is especially concerning given GQA’s longstanding relationship with **Big Outdoor**, whose kiosk program contributes **\$26,000 per month** to GQA’s operating budget.

Cindy expressed concern about the potential financial impact if the current kiosk revenue is threatened.

During the discussion, **Cindy shared the following observations and questions:**

- She confirmed she saw an Ike kiosk at **First & Market**.
- She asked whether the **City Attorney had been messaged** for clarification on Ike’s claimed authorization.



- She raised concern about the **financial implications**, asking:
“What percent of our annual budget or how much are our current kiosk payments?”
- After Michael stated the revenue is **\$26,000 per month**, she expressed concern about losing that income given other budget pressures.
- She asked whether **bid money would continue coming in** and sought clarity on how kiosk revenue and BID assessments differ.
- She asked whether the **current kiosk contract** is up at the end of the year.

Michael confirmed:

- Kiosk revenue equals **\$312,000 annually**.
- BID money continues but goes to Clean & Safe.
- GQA must finalize an updated contract with Big Outdoor before year-end.
- The Association is working to ensure kiosk revenue is preserved and that Ike does not displace the existing program.

CITY POLICY – PARKING, VALET FEES & SPECIAL EVENT ZONE

Special Event Parking Zone (\$10/hour)

Michael is pushing for revisions, including:

- Shrinking the 200-block event zone
- Adjusting hours
- Reducing the hourly rate
- Clarifying the criteria for “special events”

Multiple councilmembers support revisiting the proposal.

Valet Fee Increase

Michael reported:

- Proposed valet fees represent an increase from **\$650 per space to over \$14,000**, an unprecedented jump.
- City staff attempted to justify the increase using “lost meter revenue,” despite many of these locations never having had meters.
- The proposal appears to violate **Prop 26, Prop 218**, and **Council Policy 100-05**.



Businesses expressed deep frustration:

- Jeff stated hotels cannot absorb such increases and would be forced to adopt operational workarounds.
- Joe emphasized the impact on reputation, tourism, and staff morale.

Michael will circulate details for the December 4 City Council meeting and encouraged operators to submit opposition letters.

MARKETING & EVENTS REPORT – JENNA THOMPSON

Pickleball Series

- Five successful activation days (one rained out).
- Full weekly sellout.
- Strong regional TV, print, radio, and digital coverage.
- Plans underway for 2026, including moving the series earlier to July–September and adjusting timing for better sunset play.

Taste of Gaslamp

- 25 general-purpose restaurants + 5 VIP stops
- 400+ attendees
- Public voting results:
 - Best Taste: Ace Porter
 - Best Presentation: Marquette
 - Best Experience: Hasta Mañana
 - Best VIP: Witherby
- Strong influencer and media coverage.

Pet Parade 2025

- Returning Battle of the Marching Bands feature
- Entry fee increased to reflect rising costs
- Early registrations already strong
- District-wide promotions requested from businesses



Cinco de Mayo 2026

- Event scheduled for Saturday, May 2
- Expanding the permitted footprint to K Street
- Moving dog races and lowriders to 5th between J & K
- Adding bleachers and a new Mariachi/Ballet Folklórico stage
- Sponsorship decks completed

Holiday Promotions

- Halloween graphics live, Thanksgiving graphics nearly complete
- Media alerts highlight business promotions submitted to GQA

ADDITIONAL UPDATES

Artisan Market Revenue

- TwitchCon weekend activation earned **\$10,000**.
- Southwest Airlines activation secured **\$5,000**.
- Social media performance remains a significant strength.

ULI Technical Assistance Study

- Proposal received and reviewed; cost is currently prohibitive.
- GQA may revisit the concept in future years.

Fallback Festival & McFarlane Promotions Contract Change

- Laurel of McFarlane Promotions is dissolving her company and attempting to transition to a new entity.
- Because McFarlane won a competitive RFP, GQA cannot transfer the contract without City approval.
- Michael postponed execution until legal questions are resolved.
- No cost to GQA; legal review is on the vendor side.

ACTION ITEM – SUPPORT FOR FALBACK FESTIVAL

A motion was made to approve **\$5,000** in support for the Gaslamp Quarter Historical Foundation's Fallback



Festival.

- **Motion:** Steve
- **Second:** Lori
- **Vote:** Passed unanimously

NEXT MEETINGS

- **No November meeting** due to Thanksgiving
- **Executive Committee:** December 3
- **Board of Directors:** December 10

ADJOURNMENT

The meeting adjourned at **5:17 PM**.
