



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, March 25, 2026, | 3:30 PM
San Diego Marriott Gaslamp Quarter
660K Street, 8th floor
San Diego, CA 92101

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

1. Call to Order – Directors Present

- Aron Langellier
- Lucy Burni
- Josefine Jandinger

1. Call to Order

Aron Langellier called the meeting to order at 3:33 PM.

2. Roll Call / Quorum

Michael Trimble confirmed that a quorum was present.

- **Notice of Recording:** Michael Trimble stated that the meeting would be recorded for the sole purpose of ensuring the accuracy of the meeting minutes. Attendance at the meeting constitutes consent to recording.



4. Non-Agenda Public Comment

No initial public comments were made.

5. Liaison Reports

5.1 Vice Operations – Daniel Hall (Vice Lieutenant)

Daniel Hall provided an update and noted:

- Gaslamp businesses are generally not the source of enforcement issues
- Ongoing challenges stem from:
 - Street vendors
 - Non-compliant operators
 - Public right-of-way disruptions
- ABC involvement remains focused on:
 - Case-by-case review of liquor license modifications
 - Oversight of entertainment permits

He also noted:

- Active nuisance property investigations
 - Accountability actions are forthcoming, though details could not be disclosed
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5.2 San Diego Police Department – Captain William Brown

Captain William Brown addressed current enforcement limitations related to street vending:

- SDPD is operating under a department order restricting direct enforcement of vending violations
- Officers cannot take action unless:
 - There is a separate enforceable violation
 - Or probable cause tied to another offense

He emphasized:

- The need to protect officers from unclear enforcement directives
- Legal liability concerns for the City



- The importance of clear, defensible enforcement standards
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Board Discussion – Street Vending

Lucy Burni

- Reported increasing operational challenges for businesses
 - Noted tenants are significantly impacted
 - Businesses are reluctant to engage vendors directly
 - Described the issue as a major and growing concern
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Rick Borba

- Highlighted inconsistency in enforcement:
 - Businesses are required to maintain clear sidewalks
 - Vendors are not held to the same standard
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Captain Brown (Response)

- Acknowledged the inconsistency
 - Reiterated legal limitations
 - Emphasized officers cannot operate in ambiguous enforcement situations
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Additional Public Safety Topics

Illegal Amplified Sound

Michael Trimble raised concerns regarding:

- DJs and amplified sound equipment along Fifth Avenue

Captain Brown clarified:

- These can be addressed through noise complaints
- These situations differ from vending enforcement



First Amendment Auditors

SDPD reported incidents involving individuals filming businesses to provoke reactions:

- Activity is legal in public spaces
- Recommended response:
 - Do not engage
 - Ignore behavior
 - Contact police only if trespassing occurs

6. Public Comment – Quality of Life & Homelessness

Public Comment – Fat Tuesday Representative

Raised concerns regarding:

- Public indecency
- Drug activity
- Negative visitor experiences
- Impact on business and tourism

Shared feedback indicating visitors are choosing not to return due to conditions.

Public Comment – Stay Alma Hotel Manager

A representative from Stay Alma Hotel provided comments regarding ongoing public safety and quality-of-life concerns in the district.

Key concerns included:

- Visible drug use and drug-related activity occurring regularly in the area
- Staff and guests frequently witnessing these incidents, particularly during evening hours
- Negative guest feedback impacting the hotel and overall perception of the district

The speaker noted that:

- Guests have expressed dissatisfaction with their experience in San Diego due to conditions observed in and around the Gaslamp Quarter



- There is concern that these conditions are directly affecting repeat visitation and overall tourism perception

The speaker emphasized the need for:

- Increased visible enforcement
- More proactive intervention
- Additional support for businesses managing these ongoing issues

SDPD – Gaslamp Team Response

The SDPD Gaslamp Team provided an overview of their current operations, enforcement approach, and ongoing challenges in addressing quality-of-life issues within the district.

The team noted that:

- The Gaslamp Team is a small, dedicated unit consisting of two officers, primarily assigned Wednesday through Saturday
- Their focus is on quality-of-life enforcement and long-term solutions rather than short-term displacement

Their approach includes:

- Identifying and tracking repeat offenders (“frequent flyers”)
- Building detailed case histories to support:
 - Arrests
 - Stay-away orders
 - Prosecution through the City Attorney’s Office
 - Potential conservatorship placement

The team emphasized that:

- A relatively small group (approximately 40 individuals) is responsible for the majority of recurring issues in the Gaslamp Quarter
- These individuals frequently cycle through the system, requiring sustained enforcement and documentation

Examples shared included:

- Individuals with repeated offenses such as public indecency, intoxication, and disruptive behavior being taken into custody



- Collaboration with the City Attorney's Office to obtain stay-away orders restricting access to specific areas along Fifth Avenue
- Repeat arrests occurring shortly after release, highlighting the ongoing nature of the issue

The team also highlighted the importance of business participation:

- Consistent reporting is necessary to build enforceable cases
- Business owners and staff are encouraged to:
 - Report incidents
 - Provide statements when applicable
 - Allow documentation to be completed

They acknowledged that:

- Reporting can be burdensome for businesses
- However, without consistent documentation, enforcement actions are limited and often temporary

Additional Measures:

- The team is working toward long-term solutions, including conservatorship for individuals unable to care for themselves
- Coordination with outreach teams is ongoing to connect individuals with services such as shelter, healthcare, and rehabilitation
- The issue is complex and requires multi-agency coordination, not solely police enforcement

The Gaslamp Team reiterated their commitment to:

- Supporting the business community
- Improving overall district conditions
- Balancing immediate response with sustainable, long-term outcomes

Business Feedback

Board members noted:

- Reporting every incident is not operationally feasible
- Staff are not equipped to handle confrontations



Homeless Outreach Team Representatives

The Homeless Outreach Team Representatives outlined the services and support available to individuals' experiencing homelessness and emphasized their role in long-term intervention and stabilization.

Available services include:

- Immediate shelter placement when capacity is available
- Long-term support programs focused on stabilization and reintegration
- Mental health services and detox program referrals
- Assistance with obtaining identification and access to housing resources
- Ongoing case management and follow-up support

They noted that their approach focuses on:

- Building trust and relationships with individuals over time
- Connecting individuals to appropriate services based on their specific needs
- Supporting long-term transitions out of homelessness rather than temporary relocation

Limitations:

- There is currently **no active contract or dedicated deployment in the Gaslamp Quarter**, limiting proactive coverage
- Response is primarily **call-based**, requiring businesses or stakeholders to notify the team
- Not all individuals are receptive to assistance, which can delay or limit intervention

Key Discussion Points

- The need for **improved coordination** between businesses, SDPD, and outreach teams
 - The importance of focusing on **high-impact individuals** who contribute most significantly to ongoing issues
 - Interest in exploring a **formal partnership or contract** to provide more consistent outreach presence in the district
 - Recognition that outreach efforts are most effective when combined with consistent reporting and enforcement support
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7. Economic Development Update

- FY27 BID budgets passed committee
 - Moving to City Council on April 6
 - Gaslamp included in presentation
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8. Board Business

8.1 Approval of February Minutes

Motion: Lucy Burni

Second: Rick Borba

Vote:

- Approved
 - Abstentions: Steve and Chris (not present at prior meeting)
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8.2 Board Member Updates

- Athir and Ruth confirmed as incoming board members
 - To be sworn in April
 - Conditional status through June
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9. Street Vending Crisis – Strategic Discussion

Michael Trimble presented:

- Photo documentation of:
 - Pop-up food operations
 - DJ setups
 - Sidewalk obstructions

Key concerns:

- Health violations
- Fire hazards
- Lack of enforcement



- Double standard impacting businesses
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Legal Update

- January 2026 court ruling partially favored vendors
 - Enforcement limitations may conflict with state law
 - Case remains ongoing
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10. Advocacy & Media Strategy Alma Ascencio (Marketing Strategy)

Strategy Overview

- Press release scheduled following Padres Opening Day
- Social media campaign:
 - 60% promotional
 - 40% advocacy

Outlined approach:

- Use real visuals and business voices
- Encourage public engagement
- Direct audience to tag City officials

Goal:

- Drive accountability while protecting district brand
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Board Direction

- Strong support for advocacy campaign
 - Proceed with execution
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Participation Request

Michael Trimble requested:



- Board and business participation in:
 - Media interviews
 - On-camera content

Additional Tools

- Anti-vending signage to be distributed
 - Businesses encouraged to display signage
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11. Margaritaville Logo Use Request

Overview

- Request to use Gaslamp Quarter logo on race finisher medals

Terms

- One-time use agreement
- Trademark protections included

Discussion

- Opportunity for cross-promotion
- Fee structure to be negotiated

Motion:

Motion: Lucy Burni

Second: Cindy

Vote: Unanimous approval

12. AB 1640 – Reservation Scalping Legislation

Overview

Addresses:



- Unauthorized resale of restaurant reservations
- Use of bots and fake profiles

Impact

- Lost revenue
- No-shows
- Customer confusion

Action

- GQA to support legislation
- Join coalition

Motion

Motion: Lori

Second: Steve

Vote: Unanimous approval

13. IKE Digital Kiosks

Proposed Locations

- 5th & Broadway
- 5th & E
- 5th & G
- 5th & L
- 6th & F

Conditions:

- Must not obstruct:
 - ADA access
 - Historic buildings
 - Pedestrian flow

Agreements

- Avoid Gaslamp Arch obstruction
- No competing district promotion



- Potential Gaslamp branding

Timeline

- Target installation: June (pending approvals)
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14. Parking Advocacy – “5-5-5” Initiative

Proposal

- \$5 parking
- Within 5 blocks
- During events

Status

- 3 votes secured
- Moving to committee and council

Action

- Merchant participation requested
 - Potential letter-writing campaign
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15. Trash Enclosures & Code Compliance

Issue

- Improper and illegal trash enclosures
- Health and safety concerns

Actions

- Coordination with City departments
- Multiple locations under review



Concerns

- Inconsistent enforcement
 - Property owner accountability
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16. Events & Marketing Update – Jenna Thompson (The Shift Studio)

Media Coverage

Recent placements include:

- Univision
- Fox 5
- CBS
- KUSI
- Times of San Diego
- Additional digital publications

16.1 Gaslamp Cinco de Mayo

Status:

- Pending funding confirmation

Confirmed sponsors:

- Modelo (\$5,000 + product)
- AT&T (\$3,500)
- Kaleo (\$3,500)
- Cahoots (\$3,000 + in-kind)

Pending:

- William Grant (\$25,000)
- Grants (up to \$30,000)
- Red Bull (in discussion)

16.2 Taco Taste Event

- Scheduled: May 3
- 20 restaurant participation goal
- Ticket sales launching



Sponsorship Opportunities

- Tequila, beer, and brand partnerships available
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17. Upcoming Meetings

- Executive Committee: April 22
 - Board Meeting: April 29
 - GQ Safe Meeting: May (TBD)
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Additional Initiative

- WhatsApp communication platform (up to 500 participants)
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18. Adjournment

Meeting adjourned at approximately 4:14 PM.