



Gaslamp Quarter Association
Wednesday, January 28th, 2026 | 3:30 PM
 San Diego Marriott Gaslamp Quarter (660 K St, San Diego, CA 92101)

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

Call to Order

Michael Trimble called the meeting to order and welcomed attendees.

He noted that this was the first board meeting of 2026 and acknowledged the beginning of a new year for the organization and the district.

Notice was provided that the meeting was being recorded solely for the purpose of ensuring accurate meeting minutes. Attendees acknowledged consent by remaining in the meeting.

Before proceeding to liaison reports, Michael opened the floor for **Non-Agenda Public Comment**, allowing two minutes per speaker.

Non-Agenda Public Comment

Maria – Hospitality Operator

Maria addressed the board regarding public safety concerns in the Gaslamp.

She reported two recent incidents involving guests at her property being assaulted by individuals experiencing homelessness. In the most serious case, a guest was punched in the throat while



walking toward a nearby convenience store. The guest has a pre-existing neurological condition and required emergency room treatment, including an MRI. Fortunately, she recovered without permanent injury.

Maria emphasized:

- She does not blame the Police Department.
- She recognizes staffing challenges.
- However, she believes the situation is escalating.

She expressed concern that continued incidents could severely impact tourism, guest confidence, and business sustainability. She also noted frustration over a lack of response from the Council office after sending an email more than a week prior.

The Chair acknowledged her comments and committed to follow up with City representatives.

Ray – Wine Girl

Ray introduced himself as Vice President Wine Girl and introduced the General Manager of their newly opened Gaslamp location.

He shared:

- The company also operates in Scottsdale and Napa Valley.
- They are interested in collaborating with neighboring businesses.
- They are open to private events and community partnerships.
- They want to actively participate in Gaslamp programming.

The Board welcomed the new business to the district.

Mohan Baka – Pacifica Hotel

Mr. Baka raised concerns regarding late-night disturbances and referenced recent violent incidents connected to a nearby establishment.

His comments prompted a detailed update from SDPD.



San Diego Police Department Update

Officer Wendy – Gaslamp Walking Team

Officer Wendy provided a detailed breakdown of recent incidents:

Incident 1 – DUI Collision

- A patron left Dukes intoxicated.
- Crashed into a patio and damaged a parking meter.
- Fled the scene.
- Arrested at 28th Street and the 94 freeway.

Incident 2 – Intentional Vehicular Assault

- Two groups involved in a dispute.
- Driver intentionally ran over two women.
- Driver arrested for attempted murder.
- Both victims sustained fractured pelvises but are expected to survive.

Enforcement Action

- Dukes was served a cease-and-desist letter.
- Sheriff's eviction notice posted.
- Ongoing monitoring of late-night establishments.

Key Message from SDPD

Businesses must report crimes immediately. Delayed reporting reduces enforcement effectiveness and limits prosecutorial success.

Captain Bill Brown, newly appointed Acting Captain of Central Division, introduced himself and expressed commitment to strengthening communication with Gaslamp Quarter community.

Clean & Safe Update – Alonso Vivas

Alonso provided several operational updates:

1. Business Survey

- Annual Clean & Safe survey now live.
- Deadline: February 28.



- Designed to prioritize services (power washing, tree trimming, graffiti removal, safety patrol).
- Results directly influence next fiscal year's budget allocation.

2. Lighting Audit

- Quarterly audit completed.
- Gaslamp has ~220 lights.
- Approximately 5% currently out.
- Repair requests submitted to Transportation Department.

3. Problem Properties Committee

- New focus on abandoned buildings.
- Targeting properties contributing to drug use, fires, graffiti.
- Will coordinate with City departments and enforcement agencies.
- Businesses encouraged to submit locations of concern.

4. Illegal Hot Dog Vendors

- Approximately 40–50 vendors on peak weekends.
- Increasing confrontations and safety risks.
- Recent assault on Clean & Safe supervisor.
- New documentation procedures being implemented.
- Significant sidewalk damage due to grease dumping.
- Ongoing coordination with City and law enforcement.

Economic Development Update – Sean

Sean provided information regarding:

- FY27 BID budget routing process.
- First City Council hearing scheduled for April 7.
- Reminder that the City offers “Know Your Rights” resources for employers and employees.
- Encouraged outreach if businesses need regulatory clarification.



State Senate Update – Jason Weiss (Sen. Akilah Weber)

Jason summarized the State budget process:

- Projected deficit reduced from \$19B to approximately \$2B.
- Governor's May Revise forthcoming after April tax receipts.
- Final budget due by June 15.

He also highlighted:

- California's new privacy opt-out portal (privacy.ca.gov).
- Allows residents to request removal from data broker sales lists.
- Portal goes live for enforcement in August.

Board members raised concerns about unemployment insurance loan repayment burdens on small businesses and ongoing state regulatory pressures.

Presentation – Richard Bailey

Downtown Parking Fee Reform Initiative

Richard Bailey outlined a potential ballot initiative to:

- Reduce downtown meter rates to \$1.25/hour.
- Eliminate surge pricing.
- Restore former enforcement hours.
- Reduce excessive valet fee increases.

He reported:

- Polling shows strong voter support for repealing trash fees and Balboa Park parking fees.
- Approximately 23,000 signatures required to force Council reconsideration.
- 80,000 signatures required for full ballot qualification.
- Funding commitments already secured from civic organizations.

Board discussion centered on:

- Impact on small businesses.
- Perception of affordability.
- Need for local involvement in policy reform.



Commission on Police Practices – Yasmine Ibid

Yasmine provided an overview of the Commission's role:

- Independent oversight body (Measure B, 2020).
- Separate from Mayor and Police Department.
- Reviews misconduct investigations.
- Makes policy recommendations.
- Will independently investigate officer-involved shootings once union negotiations conclude.

Clarifications provided:

- Investigators are professional staff (not volunteers).
- Volunteers vote on outcomes and review investigations.
- Complaints can be filed online, by phone, in person, or by mail.

Next public meeting: First Wednesday of each month, 5–8 PM.

GQA Business

Consent Agenda

December 10, 2025, meeting minutes approved unanimously.

Conflict of Interest Policy

Annual disclosure reaffirmed for all board members and staff as required by City contract.

IKE Digital Kiosks Discussion

Board engaged in extensive discussion regarding:

- Historic compatibility with Gaslamp streetscape.
- Sidewalk width limitations.
- Potential conflicts with existing GQA kiosk program.
- Financial implications.



- Alcohol advertising restrictions.
- Need for GQA involvement in planning decisions.

Consensus:

- GQA should not be excluded from discussions.
 - Digital advertising is inevitable.
 - Strategic positioning required to ensure financial participation.
 - Letter to City to be drafted asserting GQA's role in future digital deployments.
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Parking Reform Strategy

Board discussed:

- \$5/5 hours/5 blocks proposal endorsed by Councilmembers.
- Negative media narrative impacting business perception.
- Employee parking burden.
- Impact on events and tourism.
- Need for reform before Padres Opening Day.

Michael Trimble committed to continued advocacy and media engagement.

Marketing Update – Jenna

Pet Parade Recap

- 301 registrations (up from 252).
- \$7,500 sponsorship revenue.
- Strong media coverage across major networks.
- Robust paid and organic social media campaign.

2026 Event Calendar

- Cinco de Mayo + Taco Taste (May 2–3)
- Pickleball Thursdays (July 30–Sept 3)
- 30th Anniversary Taste of Gaslamp (Sept 12)
- Holiday “Toast” event

Expansion of “Taste” Series

7 of 9



Proposed additions:

- Taco Taste (May)
- Traditional Taste (September)
- Holiday Taste (December)
- Meeting Planner Custom Taste Packages

Objective:

- Increase revenue.
 - Increase district exposure.
 - Reduce financial risk.
 - Target convention business.
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Blue Enforcement

- Increased coordination with City Code Enforcement.
 - Violations related to parklets and exterior compliance being addressed.
 - February 5 violation notice expected for specific property.
 - Businesses encouraged to report non-compliant conditions.
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Safe Committee & Communication Platform

- December meeting well attended.
 - Strong SDPD engagement.
 - Discussion regarding secure, real-time communication platform.
 - Exploration of app-based solution for merchants and security teams.
 - Goal: Immediate incident reporting and coordinated response.
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Budget Adjustment

Michael Trimble presented updated 2026 budget reflecting:

- Reduced kiosk revenue projection.
- Elimination of certain memberships and donations.
- Reduced contractor expenses.
- Added event revenue projections.



- Strategic cost containment measures.
- Focus on rebuilding reserves post-promenade expenses.

Further detailed review scheduled for February.

Operational Update

- Terminated independent contractor agreement.
 - Eliminated month-to-month contractor.
 - Ongoing evaluation of operational efficiency.
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Adjournment

Lucy Burni: Meeting adjourned at **5:42 PM**.
