



Gaslamp Quarter Association
Board of Directors February 2026
Wednesday, February 25, 2026, | 3:30 pm
 San Diego Marriott Gaslamp Quarter: 660k St. San Diego

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

1. Call to Order

Vice Chair Aron Langellier called the meeting to order.

Executive Director Michael Trimble welcomed attendees and stated that the meeting would be recorded for the sole purpose of ensuring the accuracy of the meeting minutes. All attendees acknowledged and consented to the recording.

Michael Trimble also welcomed participants joining via Zoom and invited them to participate in public comment.

2. Public Comment

Convention Center Representative

A representative from the San Diego Convention Center introduced their role supporting citywide conventions and expressed interest in strengthening collaboration with the Gaslamp Quarter. The “Show Your Badge” program was highlighted as an opportunity for Gaslamp businesses to attract convention attendees. Businesses were encouraged to participate.

Jose Cruz – Downtown San Diego Lion Club

Jose Cruz introduced the Downtown San Diego Lion Club, located at 4th Avenue and Market



Street. He shared that the organization provides community services and expressed interest in increasing awareness and engagement within the district.

Jasmine & Shaheem – Central West Commission

Representatives introduced themselves and expressed interest in learning more about Gaslamp initiatives and exploring potential partnerships.

Erica – Artist / Interior Designer

Erica shared her background in art, interior design, and city beautification projects. She offered her expertise and expressed interest in contributing to future initiatives.

No additional public comments were made.

3. Liaison Reports

San Diego Police Department (SDPD)

SDPD representatives provided an operational update. Commander Juan Sanchez introduced himself as overseeing multiple divisions, including Central Division, and emphasized that the Gaslamp remains a priority despite staffing challenges.

Key updates included:

- Continued deployment of supplemental resources, including specialized street teams
- Ongoing recovery of firearms and enforcement efforts in the district
- Recognition that the majority of visitors come to the Gaslamp to enjoy the area responsibly, with only a small percentage contributing to incidents

Social Media & Public Perception

SDPD addressed a recent social media video that misrepresented a police interaction:

- The video circulating online only showed a limited angle and lacked full context
- Internal review, including body-worn camera footage, confirmed officers acted within policy
- SDPD emphasized that social media content is often edited or incomplete and can create misleading narratives
- The department continues to review all incidents and will respond publicly when appropriate



Commander Sanchez also shared an example of a recent officer-involved incident where SDPD released full body camera footage within hours to provide transparency and counter misinformation.

Board members expressed support for SDPD and acknowledged the challenges officers face in maintaining public safety in the district.

City of San Diego – Economic Development

Nick Stevens introduced himself as a new representative from the City’s Economic Development Department.

Key updates:

- BID budgets will be presented to committee on March 4
- First City Council docket closing: March 23
- First City Council meeting: April 6
- Second docket closing: April 28
- Final City Council meeting and public hearing: May 11

Business-related inquiries can be directed to: sdbusiness@sandiego.gov

Vice Report (Melanie)

St. Patrick’s Day Preparation

Board members were advised to remind staff to monitor alcohol service closely, including portion control and guest behavior, as increased consumption during the holiday can lead to safety concerns.

Property Updates

G Street & Fifth Avenue Property

Ownership is currently working through ABC licensing issues. Plans are in place to revitalize the property and introduce new concepts.

Illegal Nightclub (Fourth Avenue)

The eviction process is nearing completion, with a sheriff lockout expected shortly. Activity at the location has significantly decreased.



4. Approval of January Board Meeting Minutes

Motion to approve: Cindy

Second: Lucy

The motion passed unanimously.

5. GQA Business

Citywide Fair Parking Restoration Act

Michael Trimble presented a draft initiative led by Richard Bailey, aimed at addressing parking concerns.

The initiative proposes:

- Caps on parking meter rates
- Limitations on enforcement hours and days
- Restrictions on valet permit fees
- Elimination of dynamic and surge pricing
- Standardization of loading zone enforcement

Discussion highlighted concerns regarding valet space availability, increased operational costs for hotels, and the growing trend of dynamic pricing in private parking operations.

Board members were encouraged to review the proposal and provide feedback within 30 days.

Brown Act Update (SB 707)

Michael Trimble shared that SB 707 expands public participation by allowing virtual attendance via Zoom.

The GQA has already implemented this practice to improve accessibility and public engagement. Statewide implementation is expected to begin July 1.



6. Revenue Opportunities & Partnerships

Michael Trimble provided an update on current and potential revenue-generating opportunities:

- Esri Convention Art Collaboration (multi-year opportunity)
- Carrera Sunglasses activation at the Artisan Market (in negotiation)
- Dave's Killer Bread activations (confirmed)
- Red Bull activation (pending)

NASCAR Activation Opportunity

The upcoming NASCAR event presents a significant opportunity for Gaslamp activation:

- Event is fully sold out
- Limited access to the venue increases demand for off-site viewing experiences
- Opportunities include watch parties, restaurant partnerships, and potential street activations

Board discussion emphasized the importance of positioning the Gaslamp as a primary destination for event-related activity.

7. Digital Kiosk (IKE) Update

Michael Trimble confirmed that GQA submitted a formal letter opposing the installation of IKE digital kiosks.

The Downtown Partnership responded and indicated that GQA will be included in future discussions.

While implementation appears likely, GQA will focus on:

- Advocating for appropriate kiosk placement
- Exploring opportunities for a supplemental GQA-controlled kiosk program

8. Cinco de Mayo – Sponsorship Update

Michael Trimble provided an update on sponsorship challenges:



- No major sponsor commitments as of February 24
- Key brands have declined or delayed participation
- Industry-wide reduction in marketing budgets, particularly within alcohol brands
- Increased focus by sponsors on World Cup-related activations

Financial Considerations

- A \$30,000 County grant is currently in progress
- No production contracts have been executed to date
- A decision timeline is approaching due to event logistics

Discussion emphasized the need to explore alternative strategies, including aligning Cinco de Mayo with World Cup-related branding opportunities.

Board members were encouraged to provide sponsor leads and introductions.

9. Event Strategy & Programming Updates

Laurel McFarlane provided an update on event planning and strategic pivots:

Cinco de Mayo

- Full event plan, including permits, layout, entertainment, and marketing assets, is complete
- Event remains ready to execute pending financial feasibility

Revenue-Generating Event Strategy

To support financial sustainability, GQA is exploring:

- Taco & Margarita Taste Event
- Expanded Taste of Gaslamp
- Holiday Taste Event revival

Urban Pickleball

- Strong demand, with previous event selling out within minutes
- Exploring expansion and grant funding opportunities

Pet Parade



- Route adjustments to increase exposure and engagement
- Proposed timing shift to later in the day to drive dinner traffic
- Continued inclusion of marching bands to increase attendance

Marketing & Media

Ongoing media coverage continues to support Gaslamp visibility across multiple outlets.

10. Spaces as Places (Streeteries) Update

Michael Trimble provided updates on compliance:

- 4th & Broadway (Pink Building): Under review; required to revise color
- Whiskey Girl: Permit issued; reconstruction underway
- Union Kitchen & Tap: Now in compliance process
- Taco Centro: Temporary structure removed; moving toward permanent installation

City enforcement remains active, with penalties issued for non-compliance.

11. Board Membership Updates

Francesca Ramirez has stepped down from the Board due to increased professional responsibilities.

New prospective board members:

- Mark Mannis (Hilton Gaslamp)
- Ruth Ann Thorne (Property and Business Owner)
- Athir Azakandar (Local Business Owner)

These individuals will attend the March meeting as probationary members, with a formal vote scheduled for June.

12. Additional Business



Board members noted recent media exposure, including coverage in the San Diego Union-Tribune and appearances of the Gaslamp Quarter in television productions, contributing to increased visibility for the district.

13. Adjournment

Motion to adjourn: Carlos Becerra

The meeting was adjourned at 4:42 PM.
