GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, June 24, 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
Carlos Becerra Lucy Burni Laurie Peters Jeffrey Burg Mark Manis Stephen Sherman Howard Greenberg Rick Borba Chris Lott Vania Raitano	Kim Shattuck Josefine Jandinger Aron Langellier Joe Santos Cindy Blair Ruth-Ann	Michael Trimble Alma Ascencio

1. **Call to Order –** Directors Present
    - Carlos Becerra
    - Jeff Burg
    - Lucy Burni
    - Howard Greenberg

1. Call to Order

The June Board of Directors Meeting was called to order at approximately 3:39 p.m. Executive Director Michael Trimble welcomed attendees.

2. Roll Call / Quorum

Michael Trimble confirmed that a quorum was present and stated that eight members constituted a quorum.

Michael announced that the meeting would be recorded solely to ensure the accuracy of the meeting minutes and that attendance constituted consent to recording.

3. Non-Agenda Public Comment

No non-agenda public comments were received.

4. Liaison Reports

San Diego Police Department

Lieutenant Heather Sudden introduced herself as the Downtown Area Lieutenant and offered to address questions from the Board.

Discussion focused on repeat offenders, available services, and geographic stay-away orders. Lt. Sudden explained that stay-away orders depend on the circumstances of the offense and judicial approval. She agreed to arrange a meeting with the City Attorney's Office to discuss options. Michael offered to provide supporting documentation from affected businesses.

Alcohol Enforcement Update

Melanie reminded businesses to monitor alcohol service and ensure that bartenders and security staff address signs of intoxication appropriately.

Michael asked about an after-hours establishment operating downtown. Melanie reported that enforcement efforts were underway and encouraged members to share relevant information.

State Assembly Office

Ross Tripp reported that Native Star had been selected as the district's Small Business of the Year following Michael's nomination. Owner Ruth-Ann Thorne thanked the Association and discussed the recognition's significance to the Native American community.

Ross also provided legislative updates. Michael invited the Assemblymember to attend the August Board Retreat and shared proposed amendments to SB 946 concerning enforcement in designated no-vending zones.

San Diego Fire-Rescue Department

Assistant Fire Marshal Rob Marshall introduced himself and described downtown fire inspections, including nighttime inspections of bars and nightclubs for occupancy, clear exits, and general fire safety.

Discussion addressed sidewalk vendors using propane equipment. Assistant Fire Marshal Marshall stated that the department was reviewing its enforcement authority and would provide an update at a future meeting.

City of San Diego Economic Development Department

Nick reported that $750,000 in Small Business Enhancement Program funding had been restored. Allocation among BID grants and other small business programs remained to be determined.

Additional updates included:

- A July 7 deadline for FY26 purchase order closeout submissions.
- An upcoming third amendment to the BID Management Agreement.
- A reminder regarding Brown Act requirements and meetings without a quorum.
- Available state business incentive programs.

5. Approval of Previous Meeting Minutes

Michael presented the May 27, 2026 Board of Directors Meeting minutes as part of the consent agenda.

Motion: Carlos moved to approve the consent agenda, including the May 27 meeting minutes.
Second: Joe Santos.
Vote: Unanimously approved.

6. Executive Director Report

Michael presented the FY26 Year-in-Review, covering public safety, district protection, policy advocacy, operations, and funding strategies.

Public Safety and District Advocacy

Highlights included GQ Safe meetings; coordination with SDPD, ABC, Vice, and the City Attorney; ADA access; street dining compliance; parking costs; kiosk issues; and business operating concerns.

Board members discussed the impact of parking costs, district conditions, and public perceptions on local businesses.

Illegal Street Vending

Michael reviewed proposed amendments to SB 946 intended to strengthen enforcement within designated no-vending zones. The proposed language was being reviewed by SDPD's legal department.

He also discussed obtaining professional video documentation of suspected grease disposal into storm drains and other health and safety concerns. A potential request for proposals for documentation services was discussed for the new fiscal year.

Board members raised concerns about sanitation, pest control, and consistent enforcement. Michael noted plans to invite health officials to the Annual Retreat.

Board Compliance Training

Michael reminded members to complete required compliance training by September 30 and to contact him if they had difficulty accessing the course.

Grant Opportunities

Michael discussed city and county grant opportunities and a U.S. Department of Justice public safety initiative he had brought to the City's attention. He reported continued outreach to City and police representatives regarding potential participation.

7. Comic-Con Sign Activation Proposal

Michael presented a potential partnership with Big Outdoor for a Marvel/Disney Comic-Con activation involving the Gaslamp Quarter Archway.

Discussion addressed advertising revenue, protection of the archway, insurance, permits, and advertiser responsibility for any fines.

Motion: Authorize Michael Trimble to proceed with contract negotiations and preparation of an agreement with Big Outdoor for the proposed activation.

Second: Jeff.
Vote: Unanimously approved.

8. Annual Retreat Planning

Michael confirmed that the Annual Board Retreat would take place on **Wednesday, August 26, 2026, from 10 a.m. to 2 p.m.**

Proposed participants included state elected officials, health officials, and agency representatives who could address district priorities. Board members were encouraged to submit agenda suggestions.

9. Fiscal Year 2027 Draft Budget

Michael distributed and reviewed the FY27 draft budget.

Discussion included declining kiosk advertising revenue, alternative revenue opportunities, Artisan Market income, event profitability, sponsorship development, and increased event costs.

Michael explained that Cinco de Mayo and Pet Parade were excluded from the draft pending adequate funding. Planning could continue, but the Association needed to avoid significant financial losses.

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Board members requested further review of staff salaries, health insurance, and other budget assumptions before reconsideration at the Annual Retreat.

Motion/Disposition: Jeff proposed further review and reconsideration of the draft budget at the Annual Retreat. Carlos was identified as the second. The subsequent exchange does not clearly establish whether the Board approved a working draft or deferred approval. **The exact motion and outcome require confirmation.**

10. Marketing and Communications Report

Alma Ascencio presented the FY26 marketing review, including social media performance, merchant outreach, community partnerships, content creation, and website visibility.

Reported results included:

- Approximately 36 million social media impressions, an 80% increase over FY25.
- A 63% increase in engagement.
- A 34.8% increase in audience net growth.
- A 36.7% increase in the follower growth metric.
- A 50% increase in video views.
- Strong comparative performance against other downtown district accounts.

Alma discussed the effectiveness of original video content, business features, dining specials, and consistent audience interaction. She also reviewed ongoing merchant outreach and the content creator program.

Website highlights included more than 641,000 visits during FY26, approximately 48% of traffic from organic search, and 12 target keywords ranking on Google's first page.

11. Marketing and Events Update

Jenna Thompson presented a year-end review of more than 15 activation campaigns, event publicity, holiday promotions, and upcoming events.

Media and Holiday Promotions

Jenna reviewed coverage across local television, Spanish-language stations, digital outlets, and traditional media. Existing graphics were being reused where appropriate to manage design costs.

Following cancellation of the Cinco de Mayo events because of insufficient funding, promotional traffic was redirected to participating businesses' specials.

World Cup Activation

Nine businesses had submitted promotional information. Marketing included website resources, a participating-business map, ground decals, and parking garage posters.

Urban Pickleball

The six-week series was scheduled for July 30 through September 3, 2026. Plans included:

- Expansion from 10 to 13 courts.
- Capacity for approximately 80 players per week.
- A sports market and zero-proof beverage garden.
- County, corporate, and in-kind sponsorships.
- A performance T-shirt included with a player's first registration.

Taste of Gaslamp

The 30th anniversary event was scheduled for September 12, 2026. Nine participating venues were confirmed, tickets were on sale, and pre-party and after-party locations were being identified.

DoorDash had been secured as Presenting Sponsor at $7,500.

Pet Parade

Planning included a move from Saturday to Sunday to preserve the more profitable Saturday Artisan Market. Additional activation along Fourth Avenue was being explored. Proceeding remained subject to financial review and funding.

Holiday Tasting Event

Jenna discussed a proposed holiday tasting event for **Saturday, December 12, 2026**, featuring holiday bites and cocktails. Merchant registration was expected to launch after Taste of Gaslamp.

12. Adjournment

No additional business was raised. Michael reminded members of the August 26 Annual Retreat and the next public Board meeting on September 30.

The meeting adjourned at approximately **5:17 p.m.**