



## AGENDA

### **GASLAMP QUARTER ASSOCIATION BOARD OF DIRECTORS MEETING**

Wednesday, May 31, 2017 | 3:30PM  
San Diego Marriott Gaslamp Quarter  
660 K Street, 8<sup>th</sup> Floor | San Diego, CA 92101

1. Roll Call
2. Non-Agenda Public Comment
3. Liaison Reports

#### **PRESENTATIONS**

4. Mary Katherine Urtasun– San Diego Downtown Partnership Branding Initiative
5. Marco LaMandri – Gaslamp Quarter Alliance update

#### **CONSENT**

6. Approval of Minutes from Meeting of April 26, 2017

#### **ACTION**

7. Financials from February, March and April FY17 2017

#### **REPORTS**

8. Executive Director Report
  - 5<sup>th</sup> Ave Active Loading Zone update
  - Comic Con 101
  - GQA Office Hours hosted by: M. Trimble and M. Georgopoulos
  - "Rabbitville" Sponsorship update
  - Golf Tournament -recap
  - 150<sup>th</sup> Press Conference - recap
9. **Marketing Committee** – *E. Liddell* - Next meeting - June 13, 2017- 2:00PM TBD
  - Website statistical demographic – update
  - The "Dusty Rabbit" cocktail competition/ Distilled Festival at the San Diego County Fair

#### **10. Events Update**

- i. 23<sup>rd</sup> Annual Taste of Gaslamp  
Saturday, June 17<sup>th</sup> 1:00 pm – 4:00 pm

**11. Special Events Committee** – L. McFarlane - Next meeting – Thursday, June 15, 2017 Henry's Pub

- **San Diego County Fair Cattle Drive** – *Del Mar Fairgrounds / 22nd District Agricultural Association*  
Saturday, June,3, 2017 | 7:00AM – 9:00AM

Event Contact: Dustin Fuller, Del Mar Fairgrounds, (858) 792-4212

Route:

Cattle Drive will leave the frontage parking lot on North Harbor Dr. (just north and west of Roucco Park) and proceed east on West Harbor Dr. to the pedestrian bridge located east of the San Diego Convention Center crossing E. Harbor Dr. - 1.0 mile

Cattle Drive will turn around at the intersection before the pedestrian bridge to Petco Park and proceed west to the railroad crossing at Fifth Ave. - 0.2 mile

Cattle Drive will turn right at the railroad crossing and proceed north on Fifth Ave. under the Gaslamp Quarter sign to K St. - 0.1 mile

Cattle Drive will turn right at K St. and proceed east to 7th St. - 0.1 mile

Cattle Drive will turn left at 7th St. and proceed north to Market St. - 0.3 miles

Cattle Drive will turn left at Market St. and proceed west to W. Harbor Drive at railroad crossing - 0.5 miles

Cattle Drive will turn right at W. Harbor Dr. and proceed to the Cattle Drive staging area located at the frontage parking lot on North Harbor Dr. (just north and west of Roucco Park) - 0.3 miles

Estimated Route: 2.5 miles

Estimated Cattle Drive Time: 90 minutes

Projected Attendance: 7,000

Public Event

- **Pershing Bank Block Party** – *Restaurant Events*  
Thursday, June 15, 2017 | 7:00PM – 10:30PM  
Event Contact: Katherine Stuart, President of Restaurant Events, (619) 531-0151

Street Closures:

5th Avenue between J and K Streets

Projected Attendance: 1,500

Private Event

- **BIO Block Party** – *Restaurant Events*  
Wednesday, June 21, 2017 | 7:00PM – 10:00PM  
Event Contact: Katherine Stuart, President of Restaurant Events, (619) 531-0151

Street Closures:

5th Avenue between Island Avenue and G Street

Projected Attendance: 4,000

Private Event

- **CicloSDias** – *SD County Bicycle Coalition and Gaslamp Quarter Association*  
Sunday, October 29, 2017 | 10:00AM – 3:00PM  
Event Contact: Andy Hanshaw, Executive Director of Bike Coalition, (858) 487.6063 or  
Alex Ward, Gaslamp Quarter Association, (619) 233-5227

Route:

Barrio Logan to Little Italy

Gaslamp Street Closures:

Island Avenue between Fourth and Sixth Avenues

5th Avenue between Island Avenue and Broadway

Projected Attendance: 5,000+

Public Event

**12. Community Groups Reports**

- Land Use & Planning Committee – *C. Blair, GQA Representative*
- Downtown Community Planning Council – *C. Blair, Business Representative*
- Downtown Parking Management Group – *A. Ward*

**13. Urgent Non-Agenda Items** (*Action Items Must Meet Gov. Code Section 54954.2*)

**ANNOUNCEMENTS**

- Next GQA Board of Directors Meeting – June 28, 2017 Gaslamp Marriott 660 K Street 8<sup>th</sup> floor

**ADJOURNMENT**

*The GQA Board of Directors may act on any item included in this agenda unless the item is specifically designated as an "INFORMATION ITEM". The entire Board packet, which includes staff reports and supporting documents on each item, is available for viewing in the reception area of the Gaslamp Quarter Association offices located at 614 Fifth Avenue, Suite E during normal business hours, and Monday through Friday 9am to 5pm. Copies of the Board packet or specific items may be obtained during those hours.*