



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, October 25, 2017 | 3:30 PM
Horton Grand Hotel
311 Island Avenue, San Diego, CA 92101

Present Board Members	Absent Board Members	GQA Staff
George Bates Cindy Blair Jeffrey Burg Michael Georgopoulos Aron Langellier Laurie Peters Pam Schwartz Jim Shaw Stephen Sherman Nathan Wing	Bruce Getz Howard Greenberg Laurel McFarlane Wayne Partello	Michael Trimble Alex Ward Sherry An Erin Liddell

1. **Call to Order** – 3:47PM – 9 Directors Present

2. **NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*

3. **LIAISON REPORTS**

SDPD – *Officer Marlo Woods*
City Attorney's Office – *Mark Robertson*
Clean & Safe (DSDP) – *Lise Koerschgen*

Council District 3 – *Brian Elliott*
State Assembly, 78th District – *Nick Serrano*
GQ Historical Foundation – *Catalina Preskill*

CONSENT

4. **Approval of Minutes from Meeting of September 28, 2017**

MOTION: The Board of Directors approves the Consent Agenda (item 4).
Bates/Sherman– 9/0/0
Motion Passes

ACTION

Public Comment accepted, 2 minute max on each item as called by the Chair
None

DISCUSSION

5. **Lamplighter Update**



NOTES: M. Trimble A lot of you have stepped up and are supporting the event. It would also be helpful if you can reach out to your network and encourage people to come to the event as it will be different from any other Lamplighter we have ever done. Mikey's team created a graphic that we will share with you to promote the event. We will be sharing about P3 and future projects to the membership at the event along with a video about Rabbitville and honoring Tom Hom. **P. Schwartz** Was the final decision made on award presentation? **M. Trimble** Tom Hom will be given the Armond Award and the top Lamplighter Awards and the rest will be at the reception.

6. GQ P3 update and board assignments

NOTES: M. Trimble We will be doing a quarterly conference call with each group to talk about who can do what for each category.

- **Promote** – *Mikey, Aron, Jeff, Laurel, Nate, and Wayne*
 - Lamplighter, CicloSDias, Pet Parade, Taste of Gaslamp, "New Event," PR/Marketing/Advertising/Social
- **Protect** – *Bruce, Stephen, George, Pam*
 - Designated Drive Program, Curbs/Signs/Infrastructure, Building Renovation/Restoration, PDO/Land Use, PD/Clean & Safe/City of San Diego, Homelessness
- **Prosper** – *Laurie, Howard, Jim, Cindy*
 - Fifth & Market/Island Ave/E St/Parks, New legislation, Fundraising/Grants, Partnerships: SDCC, Westfield, etc.

REPORTS

7. Executive Director Report – *M. Trimble*

- a. Mayor meeting update
- b. Clean and Safe – infrastructure repair update
- c. Designated Driver Program – Partnership with RADD and Coca Cola
- d. "Rabbitville" Sponsorship update

8. Marketing Committee – *E. Liddell*

- a. Gaslamp.org update
- b. Fall Events
- c. Discussion of the creation of the marketing strategy committee

9. Events Update – *L. McFarlane & E. Liddell*

- a. Saturday, Oct. 28th, Monster Bash
- b. Sunday, Oct. 29th, CicloSDias
- c. Sunday, Nov. 5th, Fallback Festival
- d. Tuesday, Nov. 7th, Gaslamp 150/Lamplighter Awards
- e. Sunday, Dec. 10th, Gaslamp Holiday Pet Parade (10th Annual)

10. Special Events Committee – *L. McFarlane*

- a. **Monster Bash** – *McFarlane Promotions*
Saturday, October 28, 2017 | 6:00PM – Midnight
Event Contact: Laurel McFarlane of McFarlane Promotions, (619) 233-5008



Street Closures:

Island Avenue, between 6th and 8th Avenues

7th Avenue, between Market and J Streets

12:01AM Friday, October 27th to 6:00AM Sunday, October 29th

Projected Attendance: 10,000

Private Event

b. **CicloSDias** – *SD County Bicycle Coalition*

Sunday, October 29, 2016 | 10:00AM – 3:00PM

Event Contact: Andy Hanshaw, andy@sdbikecoalition.org

Street Closures:

Island Avenue, between 7th and 5th Avenues

5th Avenue, between Island and F Street

G Street between 6th and 4th Avenues

8:00AM – 4:00PM

Projected Attendance: 10,000+

Public Event

c. **Fallback Festival** – *McFarlane Promotions*

Sunday, November 5, 2017 | 11:00AM – 4:00PM

Event Contact: Laurel McFarlane, CEO of McFarlane Promotions, (619) 233-5008

Street Closures:

Island Avenue, between 3rd and 5th Avenues

4th Avenue, between Market and J Streets

5:00AM – 8:00PM

Projected Attendance: 3,000

Public Event

d. **150th Anniversary Gala / Lamplighter Awards** – *McFarlane Promotions & Gaslamp Quarter Association*

Tuesday, November 7, 2017 | 5:00PM – 11:00PM

Event Contact: Laurel McFarlane, CEO of McFarlane Promotions, (619) 233-5008

Street Closures:

Fifth Avenue, between K Street & L Street

6:01AM Tuesday, November 7 to 6:00AM Wednesday, November 8

Projected Attendance: 500

Private Event

11. Community Groups Reports

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

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



ANNOUNCEMENTS

- a. Next GQA Board of Directors Meeting | Wednesday, December 6, 2017 | Time: 3:30 PM | Hilton San Diego Gaslamp Quarter | 401 K Street

MEETING ADJOURNMENT – 5:14 PM