1. Call to Order – 3:40PM – 9 Directors Present

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

3:41 PM – Jim Shaw Arrives – 10 Directors Present

PRESENTATIONS

3. The Campus at Horton – Project Advisor, Jimmy Parker

- Stockdale Capital Partners is an owner-operator specializing in the redevelopment and repositioning of real estate assets in leading Southwest markets.
- Owns several assets in Downtown San Diego: Jeweler’s Exchange, Keating Hotel, William Penn Hotel Building, Mercantile Building and the 7th & E Parking Lot
- Campus at Horton: 1,000,000 SF of creative office with mixed use amenities for initial phase of project with an additional phase of 1,550,000 SF in added density.
  - Phase I: 1,000,000 sqft
    - Phase I Timeline:
      - Summer 2018: Closing -> Demolition ~9 months -> Construction ~12 months -> Lease-Up ~6 months -> Fall 2020: Grand Opening
  - Phase II: add. 1,200,000 sqft
  - Phase III: add. 350,000 sqft
• Economic and Community Impact: 3,000-4,000 new high-paying jobs in downtown San Diego, $1.8 billion in annual economic impact, and an activated plaza is a significant benefit to local businesses and residents

4. LIAISON REPORTS
Council District 3 – Brian Elliott
Clean & Safe (DSDP) – Alonso Vivas
City of San Diego – Liz Studebaker
GQ Historical Foundation – Rhiannon Luna
SDPD – Kevin Wadhams
DCPC / DPMG – Cindy Blair

4:12 PM – Wayne Partello Leaves – 9 Directors Present

CONSENT
5. Approval of Minutes from Meeting of Wednesday, September 26, 2018

MOTION: The Board of Directors approves the Consent Agenda (item 5).
Schwartz/Duke – 8/1/0
Motion Passes

NEW BUSINESS
6. The Campus at Horton
NOTES: See above (item 3) to learn more about The Campus at Horton.

MOTION: The Board of Directors motion to support The Campus at Horton project.
Greenberg/Burg – 9/0/0
Motion Passes

OLD BUSINESS
7. Promote Committee Report
For updates see Board Packet
• Events/seasonal décor to draw visitors during slower times
  o Patio Decorations: Laurie Peters met with Pam Schwartz from Downtown ACE Hardware and figured out a group of decorations that would be available at a discount for member businesses. Erin then met with Jackie Fischer who will consult and install for the businesses.
  o Holiday Kick Off 11/24: Michael Trimble is orchestrating the lighting from pole to pole and the GOBO lighting and Market lighting
• Market surveys and professional assistance to inform decisions
• Engaging campaigns to strategic audiences
• New website with emphasis on user experience
• Maximize partnerships to retain and attract visitors

8. Protect Committee Report
For updates see Board Packet
• Coordinated restraining orders for repeat offenders
  o Staff met with Clean & Safe staff, legal team will review
• Improve maintenance reporting and decrease the backlog of repair work
  o Have your staff use Get It Done to report ALL INCIDENTS and send to GQA. GQA to
cOMPile; call PERT on individuals; inform/educate membership
• Improve vacant storefronts with window clings, locked outlets, and removal of patios
• Maximize parking through conversions
• Increase the presence of law enforcement at all times

9. Plan Committee Report
   For updates see Board Packet
• Fifth Avenue Master Plan to provide a new vision
  o Carrier Johnson to develop a timeline of meeting dates and deliverable schedule:
    Next stakeholder meeting to review preliminary plans for the 5th Ave Pedestrian
    project.
  o Develop a promotional video to help sell the Master Plan and Gateway Projects: film
    complete, web page created and Google ad campaign running in conjunction with
    Youtube. Collateral sales sheets to be finalized early November.
• North End Gateway Sign to bookend district/draw visitors northward
• Enhance lighting and repair sidewalks for aesthetics and safety
  o Fifth Avenue Lighting: Placemaking permit approved, pending signature from Civic
    San Diego. Pro Cal Lighting is scheduled to resume the install the week of Nov 1st.
    Estimated completion two weeks after work begins.
• Island Avenue Plaza to provide public space/profitable venue
  o Awaiting estimated costs for the phases of work. California Placemaking grant
    opportunity to help jumpstart the construction grant due mid November.

10. Special Events
    a. Tuesday, December 18, 2018 7:10AM – 10AM Marriot Connect – Corporate Block Party –
      Jennifer Gottsch
    b. Sunday, November 4, 2018 10AM-4PM – Fallback Festival – Laurel McFarlane
    c. Saturday, November 24, 2018 2PM – 9PM – Gaslamp for the Holiday’s Kick Off – Laurel
      McFarlane & Erin Liddell
    d. Saturday, December 8, 2018 1PM-5PM – Toast of Gaslamp – Laurel McFarlane
    e. Sunday, December 16, 2018 11:30AM-5PM – The Vet + Pet West Gaslamp Holiday Pet Parade

11. Urgent Non-Agenda Items (Action Items Must Meet Gov. Code Section 54954.2)
    • GQA Board and concerned business owners need to meet with Clean & Safe and
      Downtown Partnership to voice our concerns and determine ways to improve the
      cleanliness of the Gaslamp Quarter.

ANNOUNCEMENTS
a. Next GQA Board of Directors Meeting | Wednesday, December 5, 2018 | Time: 3:30 PM |San Diego Marriott Gaslamp Quarter

MEETING ADJOURNMENT – 4:57 PM