



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, May 30, 2018 | 3:30 PM
San Diego Marriott Gaslamp Quarter
660 K Street, 8th Floor, San Diego, CA 92101

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

1. Call to Order - 3:36PM - 9 Directors Present

3:37 PM - Cindy Blair and Jim Shaw Arrives - 11 Directors Present

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

PRESENTATIONS

3. John Lambeth - Civitas

3:40 PM - Pam Schwartz Arrives - 12 Directors Present

3:48 PM - Howard Greenberg Arrives - 13 Directors Present

3:54 PM - Laurel McFarlane Arrives - 14 Directors Present

4. Betsy Brennan - Downtown San Diego Partnership



5. **LIAISON REPORTS**

Council District 3 – *Brian Elliott*
Clean & Safe (DSDP) – *Alonso Vivas*
City of San Diego – *Liz Studebaker*

State Assembly, 78th District – *Nick Serrano*
State Senate, 39th District – *Jason Weisz*
DCPC/DPMG – *Cindy Blair*

CONSENT

6. **Approval of Minutes from Meeting of Wednesday, April 25, 2018**

MOTION: The Board of Directors approves the Consent Agenda (item 4).

Georgopoulos/Burg – 12/0/2

Motion Passes

OLD BUSINESS

7. **FY18 Strategic Plan** (Details in meeting packets)

- a. Promote
- b. Protect
- c. Prosper

5:06 PM – Jim Shaw Leaves – 13 Directors Present

8. **District Décor & Enhancement**

- Ice skating rink is not cost effective, would cost \$50,000.
- Getting a quote for wrapping all the banner poles with garland, balls and bows, and new holiday banners.
- Instead of street spanning banner, we want to do Happy Holidays with lights and wreaths.
- Getting a price for reindeers sitting on top of the arch with top hats and historic outfits.
- Turn Island Avenue in front of historic park into an Instagram village (giant gingerbread house, huge Christmas tree, big ornaments, giant nutcrackers, etc).
- Have Gaslamp Artisan Market come out on Saturday after Thanksgiving (Small Business Saturday) instead of Sunday, and have it snow throughout the district.
- Getting a quote from Décor Plan and Jackie for decorations for patios.
- Market lights overhead.
- See if venues would get on board for a gingerbread house decorating competition.

9. **Special Events**

- a. Thursday, June 14, 2018 – National Apartment Association Block Party
- b. Saturday, June 16, 2018 – 24th Annual Taste of Gaslamp presented by Karl Strauss
- c. September through October 2018 – The Haunted Hotel/Great Room Escape

NEW BUSINESS

10. **North End Gateway Sign**

NOTES: M. Trimble We have been getting quotes from other companies. I'm working with the sign manufacture to work on the engineering and permitting. We just need a 15% deposit to start the process. We will be tying the fundraising for the sign to Lamplighter, the GQA will help match funds



to get the project off the ground and find other sponsors. We reached out to the original manufacturer and are now in possession of the original drawings including the sign design and site placement. The original manufacturer proposed a cost of \$295,000. **M. Georgopoulos** Executive Board proposed that we spend up to \$150,000 of GQA cash to get the sign done, the intent is to fundraise before and after we spend the money to recoup that \$150,000 if we feel confident that we can raise the other \$150,000 with the Alliance. **H. Greenberg** I commit to help fundraise for the other \$100,000 - \$150,000.

MOTION: The Board of Directors motion to spend up to \$150,000 from the Gaslamp Quarter Association funds and fundraise for the remaining amount.

Georgopoulos/Schwartz - 13/0/0
Motion Passes

11. FY19 GQA Board Retreat

NOTES: M. Trimble The Board Retreat is on Wednesday, June 27 from 10AM-4:30PM at the San Diego Marriott Gaslamp Quarter. We will have the Police Chief come speak with us at 3:30PM. If you have any suggestions for topics to discuss, please let us know.

- Confirmed Topics: FY2018 Review, FY2019 Goal Setting, FY2019 Budget, Meeting with new SDPD Chief
- Suggestions: Holiday décor, website

MOTION: No Action.

12. FY19 Board Budget

NOTES: Full budget recommendation from Staff to Board will be sent out on June 20, 2018. Discussion and approval will be at Board Retreat on June 27, 2018. Send suggestions/comments prior to Michael Trimble and Michael Georgopoulos.

MOTION: No Action.

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

ANNOUNCEMENTS

- a. Next GQA Board of Directors Meeting | Wednesday, June 27, 2018 | Time: 10:00 AM | San Diego Marriott Gaslamp Quarter | 660 K Street, San Diego, CA 92101

MEETING ADJOURNMENT - 5:28 PM