



**Gaslamp Quarter Association**  
**FY19 Board of Directors Retreat**  
Wednesday, June 27, 2018 | 10:00AM – 4:30PM  
San Diego Marriott Gaslamp Quarter  
660 K Street, 8th Floor, San Diego, CA 92101

**MINUTES**

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

- 1. Call to Order** – 10:30AM – 11 Directors Present
- 2. Non-Agenda Public Comment**  
None
- 3. Additions to the Agenda**  
None
- 4. Welcoming Remarks**
- 5. FY19 Board Elections**  
**MOTION: The Board of Directors certifies the FY19 Board Election results.**  
**Burg/Wing – 11/0/0**  
**Motion Passes**
- 6. FY19 Board Officer Elections**  
**MOTION: Elect Michael Georgopoulos (President); Aron Langellier (First VP); Pam Schwartz (Second VP); Howard Greenberg (Secretary); Jim Shaw (Treasurer); Jeff Burg (Past President); and Laurel McFarlane (At-Large) to the FY19 Executive Committee.**



**Greenberg/Burg – 11/0/0  
Motion Passes**

**7. FY18 Review**

**NOTES: Staff** presented the FY18 Recap presentation. **P. Schwartz:** When will we know the success of the new trash cans at Fifth and Market? **M. Trimble:** At the August Board meeting. **H. Greenberg:** We also need to address the growing problem of trash enclosures being built in the public right-of-way. **M. Georgopoulos:** It's fruit fly season, so restaurants are probably being swarmed. Not an excuse, but likely a reason for putting trash cans outside.

FY18 Results:

21 – Successfully Completed

5 – Moving to FY19

4 – Unsuccessful

**8. Financial Review**

**NOTES: J. Shaw** presented a cash balance analysis. **J. Shaw:** I am recommending we keep \$150,000 in the bank for cash flow and an additional \$100,000 for a rainy-day fund.

**9. FY19 Strategic Plan**

**NOTES: M. Georgopoulos** presented the FY19 Strategic Plan presentation, noting that the three "P's" for FY19 now include "Promote", "Protect", and "Plan". This being a revision of "Prosper", which was confusing. A new committee has also been added to the roster, Finance Committee, to be chaired by GQA Treasurer, J. Shaw. The FY19 Strategic Plan states:

**In FY19 the Gaslamp Quarter Association will increase the number of annual visitors to the district by refining our brand and building awareness; improving the guest experience; and investing in the future.**

**10. Committee Breakout Sessions**

**NOTES: M. Georgopoulos** asked each of the committees to gather and review the FY19 goals assigned to them. The goals were approved by the committee as follows:

PROMOTE

- Market surveys and professional assistance to inform decisions
- New website with emphasis on user experience
- Engaging campaigns to strategic audiences
- Maximize partnerships to retain and attract visitors
- Events/Seasonal decor to draw visitors during slower times

PROTECT

- Coordinated restraining orders for repeat offenders
- Improve maintenance reporting and decrease the backlog of repair work
- 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

#### PLAN

- Fifth Avenue Master Plan to provide a new vision
- North End Gateway Sign to bookend district/draw visitors northward
- Enhance lighting and repair sidewalks for aesthetics and safety
- Island Avenue Plaza to provide public space/profitable venue

#### **11. FY19 Budget**

**NOTES: M. Trimble** presented the FY19 Budget. The Board agreed the proposed amounts for income and expenses for annual projects was satisfactory. The rest of the discussion centered on signature projects that would result in a negative net operating income for FY19. The final budget will be debated and voted on at the August 2018 meeting.

**MOTION: Spend up to \$50,000 out of our general funds on holiday décor for November/December 2018.**

**Greenberg/Partello - 10/0/1**

**Motion Passes**

#### **12. PRESENTATION**

##### **David Nisleit, San Diego Chief of Police**

**NOTES: D. Nisleit** introduced himself as the new Chief of Police for San Diego. He is a 30+ year veteran of the force with existing relationships with many GQA members. He emphasized that moving forward, SDPD would be focused on more walking teams; lower wait times; more stability in leadership positions; and empowering their new Neighborhood Policing Division, a quality-of-life focused unit of specially trained officers. He addressed the ongoing recruitment crisis, stating that the Department is 200 officers short, and it will take years to recoup their numbers. Unfortunately, private security or the R.S.V.P. cannot be brought in to assist in walking patrols of the Gaslamp Quarter. The Board of Directors praised the Chief for his leadership, and they offered their assistance whenever possible.

**Adjournment - 4:25PM**