



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, February 27, 2019 | 3:30 PM  
San Diego Marriott Gaslamp Quarter  
660 K Street, 8<sup>th</sup> Floor, San Diego, CA 92101

Present Board Members	Absent Board Members	GQA Staff
Cindy Blair Jeffrey Burg Joe Santos Dania Duke Michael Georgopoulos Howard Greenberg Aron Langellier Louis Pelliccia Laurie Peters Pam Schwartz Jim Shaw Stephen Sherman Nathan Wing	Bruce Getz Laurel McFarlane Wayne Partello Kim Shattuck	Michael Trimble Erin Liddell Sherry An

1. **Call to Order** – 3:37PM – 10 Directors Present

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

- Michael Georgopoulos recognized the retirement from the industry and the Board of Directors of Louis Pelliccia. PARQ would like to retain their Board seat and replace Louis with the owner of PARQ, Carlos Becerra.

**MOTION: The Board of Directors approves Carlos Becerra to replace Louis Pelliccia's seat on the Board of Directors.**

**Georgopoulos/Schwartz – 10/0/0  
Motion Passes**

3:40 PM – Aron Langellier and Howard Greenberg Arrives – 12 Directors Present

3:42 PM – Jim Shaw Arrives – 13 Directors Present

**PRESENTATIONS**

3. **LIAISON REPORTS**

Council District 3 – *Brian Elliott*

Clean & Safe (DSDP) – *Alonso Vivas*

DCPC / DPMG – *Cindy Blair*

State Senate, 39th District – *Jason Weisz*

GQ Historical Foundation – *Rhiannon Luna*



#### 4. 5<sup>th</sup> Ave Master Plan Update

- Plan to turn Fifth Avenue into a pedestrian promenade with limited access to vehicular traffic and potential to turn E Street and Island into a plaza.
- Cutting curbs to turn driving lane down to 20 feet
- Add with more trees, gaslamps, larger sidewalks and patios.
- Looking into a civil engineering study to determine where all the utilities are underneath the street.

#### CONSENT

#### 5. Approval of Minutes from Meeting of Wednesday, January 30, 2019

**MOTION: The Board of Directors approves the Consent Agenda (item 5).**

**Burg/Wing - 11/2/0**

**Motion Passes**

#### OLD BUSINESS

#### 6. Promote Committee Report

- **Events/seasonal décor**
  - Mardi Gras street spanning banner & kiosk posters
  - St. Patrick's Day Banner program & leprechauns
  - Balloon arches/columns to be installed Sat. March 16<sup>th</sup>
  - Décor plan installed a test pole with white lights interwoven on the garland

**Action Items:**

  - Get multiple bids on lights and hopefully take advantage of sales for holiday décor
  - Find out about getting a tree on top of Monkey King
- **Market surveys and professional assistance to inform decisions**
  - Working on getting a complete list
- **Engaging campaigns to strategic audiences**
  - After list is compiled, focus groups begin
- **New website with emphasis on user experience**
  - 1<sup>st</sup> Website Presentation – The Committee met the beginning of February with Simple View. A Company that does hundreds of Destination Marketing Organization's website. Kevin Bates presented and was received well by the Promote Committee

**Action Items:**

  - Erin is working with Kevin in putting together accurately of what Simpleview offers, and what Gaslamp's site needs, then will share with the promote committee
  - Hope to have another presentation in March by another website company
  - The RFP Process will be used for all those the GQA is considering
- **Maximize partnerships to retain and attract visitors**
  - Gift Card Idea
  - Ads on Email blast/website



## 7. Protect Committee Report

- **Coordinated restraining orders for repeat offenders**

**Action Items:**

- See if Clean and Safe will Act as plaintiff in restraining orders
- Email was sent to all merchants involved with deadline of February 28<sup>th</sup>
- Extension of the deadline due to small amount of participation

- **Improve maintenance reporting and decrease the backlog of repair work**

**Action Items:**

- Create postcard explaining Get it Done App and other ways to report issues
- Teach committee how to report and begin the process of clearing back log
- EDCO locking trash can pilot program 2<sup>nd</sup> quarter

**Update notes:**

- The flyer has been completed and has been circulating in the member newsletter since Jan 3<sup>rd</sup>

- **Dockless Scooters and EBikes**

**Action Items**

- Review the DCPC letter to Mayors office
- Discuss the Mayors plan to regulate Scooter and Bikes
- Agree to stronger language on protecting sidewalks "No riding or Parking on sidewalks"
- Come to consensus to go on the record to Mayor's office GQA position on sidewalk scooter impact.
- Scooter reporting tab added to the Get it Done app

- **Parking Improvements in Gaslamp**

**Action Items:**

- Implementation of Pay and Display for 5<sup>th</sup> Ave springtime roll out.
- Secure designated driver-only spaces in the public garages (In process)

**Update notes:**

- Roll out of real time parking availability for Park it on Market and 6<sup>th</sup> and K Parkade
- ACE and RADD are close to coming to an agreement for spaces at both garages – GQA to promote in 2<sup>nd</sup> quarter
- Add additional ACE Parking lots to the program with a revenue share model i.e City Square promotion on Gaslamp.org

- **Increase the presence of law enforcement**

**Action Items:**

- Gather more accurate data on crime statistics at the public restroom at Gaslamp trolley station
- Secure a regular meeting with Captain Wahl of the Neighborhood Policing Division
- Push elected officials to increase the daytime presence in the Gaslamp "Walking Team"

**Update notes:**

- Need to push elected to add more security to the FY20 budget proposal for security for restroom at 5<sup>th</sup> and L Gaslamp Square



## 8. Plan Committee Report

- **Fifth Avenue Master Plan to provide a new vision**

**Action Plan:**

- Presented 5<sup>th</sup> Ave Master Plan to Councilman Chris Ward for endorsement 2-13-19
- Met with Civic San Diego to discuss plan and next step as well as FY20 plan
- Presented NPP Mid-Year review to Civic San Diego and DPMG
- Developed road show for 5<sup>th</sup> Ave Master Plan
- Financial forecast development for funding project
- Review Existing Conditions and Collect New Traffic Counts
- Preliminary Traffic Analysis: Future Year (2035) Conditions
- Review and identify any environmental constraints and the potential for new impacts associated with the Fifth Avenue Design Concept Plan that may not have been addressed in the previous CEQA documentation covering the project area.
- Urban Forestry Bill – Greenhouse Gas reduction fund
- Meeting with DSDP and SDTA to present vision plan

- **North End Gateway Sign to bookend district/draw visitors northward**

**Action Plan:**

- Hired Graphic Solutions to provide initial research, preparation for site visit initial engineering including coordination and communication
- Site for North end sign confirmed with City of San Diego and DSD
- Graphic Solutions to help prepare sell sheets for fundraising efforts
- NPPFY20 plan to install festival poles for the building of the arch

- **Enhance lighting and repair sidewalks for aesthetics and safety**

**Action Plan:**

- 4<sup>th</sup> and 6<sup>th</sup> Ave Lighting project to be presented as new NPPFY20 project
- Coordinated 8 lighting shows for major holidays 2019 First show Mardi Gras
- SDG&E fixed one problematic vault on 5<sup>th</sup> Ave working to have bricks put back
- Island Avenue Plaza to provide public space/profitable venue

- **5<sup>th</sup> Ave Bollard program**

**Action Plans:**

- Consult with Chris Gomez from LIA to coordinate our efforts to Civic San Diego and Economic Development
- Locations of bollards approved by Civic San Diego
- Meet with Civic to develop timeline and engineering planning
- Add bollard program to the NPPFY20 plan

## 9. Special Events

- a. Saturday, March 16, 2019 2PM – Midnight – ShamROCK – *Laurel McFarlane*
- b. Thursday, March 14, 2019 – Concur Private Block Party – *Katherine Stuart*
- c. Sunday, March 10, 2019 – 7:00AM –1:00PM – San Diego Half Marathon – *Susan Briggs*

## New Business

### 10. Final Four Basketball Viewing Party and 3 on 3 Tournament

- Saturday, April 6, 2019 8AM
- Fifth Avenue between Market & Island



**Discussion: M. Trimble** We are meeting with someone from Adult Sports League to discuss the possibility of putting together basketball teams for this event. **A. Langellier** It's a new idea to bring people down to the Gaslamp. No beer gardens, because the idea is to drive people down here for some lunch business. **M. Georgopoulos** Not a revenue generator for the Gaslamp, but something to benefit the merchants. **P. Schwartz** What are the chances this will be successful 30 days out? **M. Georgopoulos** If Adult Sports League is interested and think they can put together the teams and Velocity is ready with the AV and Laurel will do the permits and everyone markets it, it should be able to be done.

**MOTION: The Board of Directors motions to spend up to \$6,000 for this event if it is possible to put on.**

**Georgopolous/Greenberg – 13/0/0**  
**Motion Passes**

**11. Scooter – E Bike Discussion. Addition of stronger language regarding riding and parking on city sidewalks – Supplement DCPC letter to Mayor's office.**

**Discussion: M. Trimble** Please send me an email if you want to suggest anything else to add to the letter.

**MOTION: The Board of Directors motions for the GQA to send a letter to the Mayor's office requesting stronger language regarding Scooters and E Bikes.**

**Georgopoulos/Santos – 13/0/0**

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

- Raymond Davoudi requests the Board to have Joe Santos sit in his place to finish up his term on the GQA Board of Directors.

**MOTION: The Board of Directors approves Joe Santos to replace Raymond Davoudi on Board.**

**Georgopoulos/Greenberg – 13/0/0**  
**Motion Passes**

4:57 PM – Michael Georgopoulos Leaves – 12 Directors Present

**ANNOUNCEMENTS**

- a. Next GQA Board of Directors Meeting | Wednesday, March 27, 2019 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

**MEETING ADJOURNMENT – 5:02 PM**