



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, March 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
Jeffrey Burg Joe Santos Michael Georgopoulos Bruce Getz Aron Langellier Carlos Becerra Laurie Peters Stephen Sherman Nathan Wing	Cindy Blair Dania Duke Howard Greenberg Laurel McFarlane Wayne Partello Pam Schwartz Kim Shattuck Jim Shaw	Michael Trimble Sherry An

- 1. Call to Order** – 3:38PM – 9 Directors Present
- 2. NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*
  - Michael Trimble introduces new Gaslamp Quarter Association staff, David Perloff.
- 3. Ali Pay Presentation – Brian Hilemon San Diego Tourism Authority**
  - Opportunity to market businesses in the Gaslamp Quarter to Chinese tourists that uses the Ali Pay app
  - Around a billion users - active users are in the app 15 times a day
  - Businesses can be promoted in the Ali Pay app just by opting in to accept Ali Pay at their business

**PRESENTATIONS**

**4. LIAISON REPORTS**

Council District 3 – *Brian Elliott*  
Clean & Safe (DSDP) – *Alonso Vivas*

SDPD – *Office Marlo Woods*  
DPMG – *Michael Trimble*

**5. 5<sup>th</sup> Ave Master Plan Update**

- Made presentations to Downtown Partnership and San Diego Tourism Authority
- The current layout of the streets has too much emphasis on cars

**CONSENT**

**6. Approval of Minutes from Meeting of Wednesday, February 27, 2019**



**MOTION: The Board of Directors approves the Consent Agenda (item 6).**

**Wing/Peters – 9/0/0**

**Motion Passes**

## **OLD BUSINESS**

### **7. 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
- Holiday Décor Survey

**Action Items:**

- Downtown ACE to provide bid for lights on garland
- 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**

- **2nd Website Presentation** – To be rescheduled. A meeting with Geocentric
- **1st 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 to send out the Geocentric packet/presentation
- Erin is 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 of those the GQA is considering

- **Maximize partnerships to retain and attract visitors**

- Gift Card Idea
- Ads on Email blast/website

### **8. Protect Committee Report**

- **Coordinated restraining orders for repeat offenders**

**Action Items:**

- Extension of the deadline due to small amount of participation

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

**Action Items:**

- Teach committee how to report and begin the process of clearing back log
- EDCO locking trash can pilot program 2<sup>nd</sup> quarter
- 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**

- 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.
- Letter written by GQA sent to Mayor and Councilmember stating position on parking and riding on sidewalks in Gaslamp
- Scooter reporting tab added to the Get it Done app
- Locations of parking submitted to Civic San Diego and Mayors office – No Riding or Parking on Sidewalks. All scooter parking will take place in red zones on cross streets.
- Scooter letter distributed to membership for personal customization to be sent to City Council and Mayors office in support of the GQA position.

- **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)
- Roll out of real time parking availability for Park it on Market and 6<sup>th</sup> and K Parkade – The BETA pilot should be ready by April 15<sup>th</sup>
- Add additional ACE Parking lots to the program with a revenue share model i.e City Square promotion on Gaslamp.org
- Featured speaker at Smart Cities Weeks conference April 17<sup>th</sup> – Topic – Flexible parking options i.e. 5<sup>th</sup> Ave Active Loading Zone

- **Increase the presence of law enforcement**

- **Action Items:**

- 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
- ONE committee will be resurrected to discuss Nightclub issues in the Gaslamp Quarter.

## **9. 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
- **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
  - Gateway sign has been put on a temporary hold as the 5<sup>th</sup> Ave plan take shape. North end sign will be part of the future vision of 5<sup>th</sup> Ave redevelopment.
- **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
  - April 2<sup>nd</sup> meeting with ProCal to plan the year's lighting program
  - Cross street from E Street – L Street
  - SDG&E fixed one problematic vault on 5<sup>th</sup> Ave working to have bricks put back
- **5<sup>th</sup> Ave Bollard program**  
**Action Plans:**
  - Locations of bollards approved by Civic San Diego
  - Meet with Civic to develop timeline and engineering planning
  - Bollard program added to the NPPFY20 plan – approved
  - Finalization of Wayfinding street sign project approved for FY20

## **10. Special Events**

- a. Wednesday, April 10, 2019 7PM – 10PM – NALP Corporate Block Party – *Jennifer Gottsch*
- b. Thursday, April 25, 2019 7PM – 10PM – AAHOA Corporate Block Party – *Jennifer Gottsch*

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

- Basketball Tournament – Vavi couldn't do it. Postponed to Summer/Fall instead.
- Gaslamp Artisan Market expanding to be 2 blocks next Sunday.

## **ANNOUNCEMENTS**

- a. Next GQA Board of Directors Meeting | Wednesday, April 24, 2019 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

## **MEETING ADJOURNMENT – 4:58 PM**