GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, March 27, 2019 | 3:30 PM
San Diego Marriott Gaslamp Quarter
660 K Street, 8th Floor, San Diego, CA 92101

Present Board Members
Jeffrey Burg
Joe Santos
Michael Georgopoulos
Bruce Getz
Aron Langellier
Carlos Becerra
Laurie Peters
Stephen Sherman
Nathan Wing

Absent Board Members
Cindy Blair
Dania Duke
Howard Greenberg
Laurel McFarlane
Wayne Partello
Pam Schwartz
Kim Shattuck
Jim Shaw

GQA Staff
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*  
   - SDPD – *Office Marlo Woods*
   - Clean & Safe (DSDP) – *Alonso Vivas*  
   - DPMG – *Michael Trimble*

5. **5th 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
     o Mardi Gras street spanning banner & kiosk posters
     o St. Patrick's Day Banner program & leprechauns
     o Balloon arches/columns to be installed Sat. March 16th
     o Décor plan installed a test pole with white lights interwoven on the garland
     o Holiday Décor Survey
   Action Items:
     o Downtown ACE to provide bid for lights on garland
     o Find out about getting a tree on top of Monkey King
   • Market surveys and professional assistance to inform decisions
     o Working on getting a complete list
   • Engaging campaigns to strategic audiences
     o After list is compiled, focus groups begin
   • New website with emphasis on user experience
     o 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
     o 2nd Website Presentation – To be rescheduled. A meeting with Geocentric
   Action Items:
     o Erin to send out the Geocentric packet/presentation
     o Erin is putting together accurately of what Simpleview offers, and what Gaslamp's site needs, then will share with the promote committee
     o Hope to have another presentation in March by another website company
     o The RFP Process will be used for all of those the GQA is considering
   • Maximize partnerships to retain and attract visitors
     o Gift Card Idea
     o Ads on Email blast/website

8. Protect Committee Report
   • Coordinated restraining orders for repeat offenders
     Action Items:
     o Extension of the deadline due to small amount of participation
   • Improve maintenance reporting and decrease the backlog of repair work
     Action Items:
     o Teach committee how to report and begin the process of clearing back log
     o EDCO locking trash can pilot program 2nd quarter
     o The flyer has been completed and has been circulating in the member newsletter since Jan 3rd
- 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 5th 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 6th and K Parkade – The BETA pilot should be ready by April 15th
  - 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 17th – Topic – Flexible parking options i.e. 5th 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 5th 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 5th 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 5th 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 5th Ave plan take shape. North end sign will be part of the future vision of 5th Ave redevelopment.

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

**Action Plan:**
- 4th and 6th Ave Lighting project to be presented as new NPPFY20 project
- April 2nd meeting with ProCal to plan the year’s lighting program
- Cross street from E Street – L Street
- SDG&E fixed one problematic vault on 5th Ave working to have bricks put back

**5th 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