GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, May 29, 2019 | 3:30 PM
San Diego Marriott Gaslamp Quarter
660 K Street, 8th Floor, San Diego, CA 92101

<table>
<thead>
<tr>
<th>Present Board Members</th>
<th>Absent Board Members</th>
<th>GQA Staff</th>
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<tbody>
<tr>
<td>Jeffrey Burg</td>
<td>Cindy Blair</td>
<td>Michael Trimble</td>
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<tr>
<td>Joe Santos</td>
<td>Bruce Getz</td>
<td>Sherry An</td>
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<td>Dania Duke</td>
<td>Laurel McFarlane</td>
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<td>Michael Georgopoulos</td>
<td>Carlos Becerra</td>
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<td>Howard Greenberg</td>
<td>Kim Shattuck</td>
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<td>Aron Langellier</td>
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<td>Wayne Partello</td>
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<td>Laurie Peters</td>
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<td>Pam Schwartz</td>
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<td>Jim Shaw</td>
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<td>Stephen Sherman</td>
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<td>Nathan Wing</td>
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1. Call to Order – 3:36PM – 9 Directors Present

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

PRESENTATIONS
3. LIAISON REPORTS
   SDPD – Office Marlo Woods, Officer Kevin Wadhams & Captain Mike Holden

3:41 PM – Howard Greenberg Arrives – 10 Directors Present
3:43 PM – Dania Duke Arrives – 11 Directors Present
3:45 PM – Jim Shaw Arrives – 12 Directors Present

   Clean & Safe (DSDP) – Marco
   GQ Historical Foundation – Rhiannon Luna

4. 5th Ave Master Plan Update

CONSENT
5. Approval of Minutes from Meeting of Wednesday, April 24, 2019
   MOTION: The Board of Directors approves the Consent Agenda (item 5).
   Sherman/Burg – 9/3/0
   Motion Passes
OLD BUSINESS

6. Promote Committee Report

- 25th Annual Taste of Gaslamp presented by Karl Strauss – Saturday, June 15
- AliPay and GQA Update
  - Brand USA and Alipay shifted the promotional portion of the program to drive Fall travel during China’s national holiday, Golden Week, which starts October 4th.
    - Peak travel season and allows more time to sign up more merchants and build out a better marketing plan.
  - SDTA need to get around 40 more merchants activated in the next month.
  - Current Gaslamp merchants: Searsucker, Café 21, RMD Group, GBOD Group, Parq, barleymash
  - Meeting scheduled with AliPay for 5/30 at 5PM
    - Alipay planning to invite a KOL (Key Opinion Leader) with 3MM fans in China to visit San Diego next month.
    - Looking for Gaslamp merchants interested in hosting them in some way.

- Audit and analysis of all marketing and advertising GQA
  - Developing strategy to maximize efficacy of parking-program marketing campaigns for FY20
  - Audit owned-and-operated media assets: kiosks, website, email, social, banners, etc
  - Develop new sellable assets for digital and offline (i.e., collaborative-email revenue model)

- New website with emphasis on user experience and effective use of member content
  - 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:
- The RFP Process will be used for all of those the GQA is considering

7. Protect Committee Report

- Coordinated restraining orders for repeat offenders

Action Items:
- Due to the arrest of the subject GQA/EVA and our collective merchants submitted documentation for the hearing.
- Stayaway order in place for Gaslamp/East Village/Downtown - June 24th is sentencing

- Increased Security for Gaslamp Parks

Action Items:
- GQA went on record and wrote a letter to the Mayor’s office requesting the addition of a Park Ranger for downtown parks. Awaiting a decision from the FY20 budget.

- ABC Issues in the Gaslamp Quarter

Action Items:
- Letter written by GQA sent to Mayor and Councilmember stating position on not granting ABC licenses past midnight. Working with Councilmember Wards office to find consensus.
• Parking Improvements in Gaslamp
  Action Items:
  o Secure designated driver-only spaces in the public garages (In process)
  o Roll out of real time parking availability for Park it on Market and 6th and K Parkade - The BETA pilot is live on the Gaslamp.org/Parking May 10th
  o Add additional ACE Parking lots to the program with a revenue share model i.e City Square promotion on Gaslamp.org – (In process)

• Code Enforcement Issues in the Gaslamp
  Action Items:
  o LUP is taking the lead on contacting individual businesses in the Gaslamp with PDO/Code violations – Letters sent to merchants May 10th
  o Meeting with District 3, DSDP, Clean and Safe and GQA to determine city involvement for PDO/Code – Multi-Department meeting on June 4th to determine next steps.
  o First submission to DSD for 750 5th Ave Sidewalk Café Maintenance and Removal Agreement

• Increase the presence of law enforcement
  Action Items:
  o ONE committee has met with PD and discussed Nightclub issues in the Gaslamp Quarter next meeting TBD

8. Plan Committee Report
• Fifth Avenue Master Plan to provide a new vision
  Action Plan:
  o Third meeting with Civic San Diego to discuss process for city approval and grant funding and next step as well as FY20 plan – May 17th
  o Meeting with San Diego Padres to discuss traffic impact and 5th Ave Master plan -May 14th
  o Dry Utilities consultant initial review - May 16th
  o Traffic Engineering initial review – May 16th
  o Department head meeting coordinated by Kris Michell and Betsey Brennan – to take place before the end of FY19
  o Stakeholder list finalized and steering committee confirmed partnering with DSDP – May 24th
  o Meeting with Kimley Horn to discuss grant funding opportunities will identify available grants that may be applicable to the Gaslamp Fifth Avenue Promenade project. – May 17th
  o Review Grant Criteria – Kimley-Horn will review available criteria for each identified grant to identify deadlines, funding availability and matching, threshold requirements, and scoring criteria.
  o Define Data Needs – Kimley-Horn will identify specific data collection needed for each of the grant applications.
Perform preliminary scoring calculations – Kimley-Horn will perform preliminary scoring calculations for up to two grants (not all programs have published scoring criteria), to establish a preliminary score for the project based on known grant scoring criteria. Kimley-Horn will compare the preliminary score to prior year’s data for the relevant grants.

- **Pay and Display on 5th Ave**
  - **Action Plan:**
    - Installation delayed until late July

- **Artisan Market**
  - **Action Plan:**
    - Up to 80 vendors a week will participate at the Market
    - New GQA/Artisan Market bike barricade signage – May 19th

- **GQA Annual Retreat for FY20**
  - Wednesday, June 26th 10:00 AM- 3:00 PM - San Diego Gaslamp Marriott

9. **Special Events**
   a. Comic-Con 101 Meeting – Thursday, May 30 3:30PM
      i. Lou & Mickey’s – 224 Fifth Avenue

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

**ANNOUNCEMENTS**
   a. Next GQA Board of Directors Meeting | Wednesday, May 29, 2019 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

**MEETING ADJOURNMENT** – 5:00 PM