



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

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

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

1. **Call to Order** – 3:36PM – 14 Directors Present

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

- Ernie Haan presented about Wonderfront that’s happening on Friday, November 22 – Sunday, November 24. There will be no street closures. Attendees will be able to go in and out of the venues. The goal is for the attendees to enjoy a show, come back to their hotel in the Gaslamp to rest and enjoy a bite to eat.

PRESENTATIONS

3. **LIAISON REPORTS**

Council District 3 – *Brittany Bailey*
State Senate, 39th District – *Jason Weisz*

GQ Historical Foundation – *Rhiannon Luna*
SDPD – *Officer Tristan Schmottlach & Marlo Woods*

4:05 PM – Jeffrey Burg Leaves – 13 Directors Present

4. **5th Ave Master Plan Update**

CONSENT

5. **Approval of Minutes from Meeting of Wednesday, September 25, 2019**



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

Wing/Getz – 11/0/2

Motion Passes

OLD BUSINESS

6. Promote Committee Report

- **Gaslamp Gala: Thurs., Nov. 7, Gaslamp Hilton and Fifth Avenue under the arch**
 - **CONFIRMED SPONSORS:**
 - **Title** - The San Diego Union Tribune
 - **Presenting** - The Hilton San Diego Gaslamp Quarter
 - **Reception**- GBOD Hospitality Group
 - **Distributor** – Sysco, US Foods, Shamrock, Youngs Market, Southern Wine and Spirits
 - **Dessert** - The San Diego Marriott Gaslamp Quarter
 - **Chairman’s Table**- RMD Group
 - **Entertainment** - The Shout! House / Garage
 - **Awards Sponsor**- barleymash
 - **Beer Sponsor**- AB, Karl Strauss Brewing Company, Dos Equis
 - **Photography Sponsor**- Trilogy Real Estate Management
 - **After Party Sponsor**- OMNIA
 - **Champagne Sponsor**- Parq Restaurant and Nightclub
 - **Red Carpet** - San Diego Padres
 - **Silent/ Live Auction** - Carrier Johnson + Culture
 - **Soda/Water Sponsor** - Pepsico
 - **A/V Sponsor** – Viejas
 - **Innovation Sponsor**- Kimley Horn
 - **Graphic Design Sponsor**- A7D
 - **Table Sponsors:**
 - San Diego Tourism Authority, Kansas City BBQ, Hard Rock Hotel San Diego, Cohn Restaurant Group, Brown Marketing Strategies Inc., The Pendry, San Diego Convention Center, Urban Strategies Group/HP Investors
- **Parking**
 - GQA established partnership between ACE Parking and CIVIC San Diego, wherein GQA can use CIVIC San Diego parking district funding to promote awareness/use of parking lots while simultaneously advertising the neighborhood and its merchants.
 - CIVIC San Diego and ACE Parking agreed to GQA’s request to let GQA print a QR code and promotional messaging on tickets pulled from Park it on Market, Sixth & K Parkade, Gaslamp CitySquare and Horton Plaza parking lots.
- **Website**
 - ELEVATED.com is wrapping up assessment of current site.
 - ELEVATED.com will present its findings and recommendations in November 2019
 - GQA members can participate in generating content for the website, which will help them gain exposure for their own businesses while simultaneously improving U/X (user experience) on the site
- **Banners***



- GQA has devised a strategy that empowers members to showcase their businesses to the public in a fashion that supports GQA and improves the look of the neighborhood for all visitors
- Depending upon member intrigue and activation, this program can generate \$137,000 for the GQA

7. Protect Committee Report

- **Coordinate restraining orders for repeat offenders**

Action Items:

- Identify additional individuals and work to relocate them or enforce stayaway orders

- **Work closely with elected officials to achieve community goals**

Action Items:

- Assembly member Todd Gloria second walk about the Gaslamp visiting merchants on 5th Ave talking about concerns in the neighborhood and supporting the Gaslamp Promenade project. Friday, October 18th

- **6th Ave Cycle track discussion with City leaders, SDPD and concerned merchants on 6th Ave**

- Monday, October 21st 10:00AM Central Division 2501 Imperial Avenue
- Traffic study details will be released and analyzed with recommendations

DISCUSSION: GQA needs to put safety concerns into writing and give suggestions on removing the bike lane from Sixth Avenue and move it to a safer street.

- **Final Street Signs will be installed starting November 5th**

- **Parking Improvements in Gaslamp**

Action Items:

- 4th Ave diagonal conversion project from Island to K Street to begin construction late December.

- **Work with Police Foundation**

- Develop a fundraising project to help support the HOT Team
- New uniforms to help homeless outreach become more effective
- Working with D3 to have this project reflect in the council offices homeless outreach program

- **Code Enforcement Issues in the Gaslamp**

Action Items:

- Environmental Health issues with illegal vending in the Gaslamp. Developed new protocol for filing complaints with Health Department. Phone complaints (858) 505-6903 or email FHDComplaints@sdcounty.ca.gov
- New Sidewalk vending ordinance calls out Gaslamp as a no-vending zone once ordinance has passed in September. **Regulates heavily trafficked sidewalks:**
- Allowing sidewalk vending on sidewalks that are heavily trafficked throughout the year presents a public safety issue for the City. For this reason, the proposed ordinance identifies locations where sidewalk vending is not allowed such as the Mission Beach and La Jolla Shores boardwalks, heavily trafficked sidewalks within certain beach communities, **Gaslamp**, Little Italy and within the ballpark district on event and Padres game days. The ordinance also regulates sidewalk vending within the vicinity of the Convention Center during conventions.



- **New window clings to be installed as a pilot program for vacant store fronts**
 - Working with real estate offices downtown to gain acceptance

4:43 PM – Laurel McFarlane Leaves – 12 Directors Present

8. Plan Committee Report

- **Fifth Avenue Master Plan to provide a new vision “Gaslamp Promenade”**

Action Plan:

- **August 23-25th - Comprehensive parking study** completed 72 hours 22 intersection the study was to analyze the effects of the new cycle track on 6th Ave and how it would affect the traffic pattern during a Padres sell out stand against the Red Sox. Also, to take into consideration when 5th Ave is taken out of circulation for 12 hours a day once the promenade is built how will it affect the traffic pattern surrounding the Gaslamp Quarter.
 - **September 5th -** Follow up meeting schedule with Mayors office to determine next steps to proceed to enter into the contract phase between the City of San Diego and GQA and Hand-Off procedure for Public Works Capital Improvement Project. GQA becomes the client. GQA – will be involved with conceptual design, financing, public outreach and community relations.
 - **September 23rd –** Meeting with Council President Barbara Bry.
 - **September 25th –** Meeting with new city staff leaders who are officially assigned to the 5th Ave Master Plan- Elizabeth Studebaker, Tanner French and Brad Richter. City meeting will be held bi-weekly moving forward.
 - **Meeting with Council President – Georgette Gomez – October 2nd**
 - **October 10th –** Meeting with the DSDP Public Policy team (endorsed)
 - **October 18th 2nd Gaslamp Walkabout with Assemblyman Todd Gloria**
 - **Meeting with Councilmember – Monica Montgomery – October 22nd**
 - **Chris Stebbins ASLA,AP,KTU-Presentation Promenade/Plaza Expert 5th Ave Promenade review – New Consultant – October 23rd**
 - **D3 Debate at the Courtyard- October 23rd**
 - **New landing page designed for 5th Ave** Promenade project to gain endorsements, track progress, raise money through GoFundme program to sell bricks for the Gaslamp Walk of Fame at \$500 per brick. Will launch prior to the Gaslamp Gala on November 7th.
 - **The 5th Ave Master Plan project will be introduced to the public at the Gaslamp Gala -** Sizzle reel will be produced as well as a virtual reality experience. Collateral and all media will be used for the public outreach campaign beginning after November 7th.
 - **Meeting with Councilmember Jenifer Campbell – October 31st**
 - **Meeting with Councilmember Scott Sherman – November 4th**
 - **Meeting with Nathan Fletcher – County Supervisor District 4- November 6th**
 - **Meeting with Councilmember – Vivian Moreno – Monday, December 2nd**
 - **Gaslamp Promenade Steering Committee – City of San Diego/Mayors office/GQA/committee members- November 8th**
 - Group service provider meeting to determine operational protocol – meeting scheduled TBD
 - Weeklong activation the Fifth Avenue Master Plan requested by the City of San Diego to introduce the concept to the community prior to the end of the year.
- **Pay and Display on 5th Ave**



Action Plan:

- Installation delayed until late November

9. Special Events

- Gaslamp Gala – November 7, 2019
- Gaslamp Holiday Pet Parade – December 15, 2019
- 19th Annual San Diego Run for the Hungry – November 28, 2019
- KUBECON + CLOUDNATION – November 20, 2019

NEW BUSINESS

10. Holiday 2019 promotional campaign and budget

DISCUSSION: **E. Liddell** presented the 2019 holiday décor budget request involving the Holiday Illuminated 25' Tree, Nanking Café Building Window Clings, Design/Graphics/Printing for Holidays and Pet Parade, and an additional 40 poles with garland and bows. **M. Georgopoulos** Total holiday décor cost would be the \$27,204.30 plus whatever the cost is to install what we already have? **E. Liddell** Yes, it would cost around \$7,000 to install the garland, bows and banners we already have. **A. Langellier** Will we try to continue the patio decorating? **E. Liddell** Yes, I am planning to assemble a holiday committee of member businesses and going around to get people to decorate the patios, activating their businesses (selfie stations, Instagram villages, etc) that will bring people down here to visit and take pictures. A part of the design/graphics budget that's being requested would go into creating promotional materials for that. **J. Shaw** How much is our budget right now for holidays? **M. Trimble** I'm not sure if there is a budget for holidays right now. **M. Georgopoulos** The tree will take around 5 weeks, so we don't have time to wait to see if there is an item in the budget. We should call motions for separate parts of the request. **M. Trimble** I will send out the budget and tell everyone exactly how much is in the budget for holidays tomorrow morning. **M. Georgopoulos** We need assurance that the tree will be installed before December.

MOTION: The Board of Directors approve of the Holiday Illuminated 25' Tree regardless of the amount in the budget for the holidays.

Blair/Georgopoulos: 11/0/1

11. GQHF sponsorship Fallback Festival – funding request \$3000

Discussion: **M. Trimble** We have sponsored the Fall Back Festival in the past and it's been requested we continue that sponsorship this year.

MOTION: The Board of Directors approve of the \$3000 sponsorship of the GQHF's Fallback Festival.

Shaw/Georgopoulos: 12/0/0

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

- **Code Compliance:** Need better Code Compliance from all businesses in the Gaslamp Quarter – blasting music, A-frames, banners, TVs, etc. Should create a group combining LUP committee members with GQA Board Members (Protect Committee) to discuss ways to enforce the PDO.
- **P. Schwartz: What was Wonderfront requesting?**



- **M. Georgopoulos:** David Perloff put a proposal for banners giving Wonderfront a significant discount and half for trade, but Wonderfront is requesting the banners and social advertisements for free, because they are bringing us business.
- **D. Perloff:** The proposal was for \$5,000 cash and tickets for trade. It would normally cost \$10,000.
- **GQA Board:** The Board agrees that we should retain our rate integrity and not set a precedent.

ANNOUNCEMENTS

- Next GQA Board of Directors Meeting | Wednesday, December 11, 2019 | Time: 3:30 PM | San Diego Marriott Gaslamp Quarter

MEETING ADJOURNMENT – 5:22 PM