GASLAMP QUARTER ASSOCIATION

BOARD OF DIRECTORS MEETING

MINUTES

**Wednesday, January 29, 2020 | 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** |
| Cindy Blair  Jeffrey Burg  Howard Greenberg  Josefine Jandinger  Aron Langellier  Laurie Peters  Joe Santos  Bruce Getz  Nathan Wing  Dania Duke | Carlos Becerra  Michael Gerogopoulos  Laurel McFarlane  Wayne Partello  Pam Schwartz  Kim Shattuck  Jim Shaw  Stephen Sherman | Michael Trimble  David Perloff  Erin Liddell |

1. **Call to Order –** 3:40PM – 9 Directors Present
2. **NON-AGENDA MEMBER/PUBLIC COMMENT** *(2 minutes maximum per speaker)*

* Tony Feliz- Scoot Scoop
* Marshall Andersen – Downtown Partnership

**PRESENTATIONS**

1. **LIAISON REPORTS**

Council District 3 – Brittany Bailey from *Councilmember Chris Ward’s office*

GQ Historical Foundation – *Rhiannon Luna*

Clean and Safe – *Alonso Vivas*

*SDPD- Officer Marlo Woods, Tristan Schmottlach*

*DCPC- Cindy Blair*

1. *Presentation by Joe Terzi- CEO of SDTA- speaking on behalf of Yes for a Better San Diego Measure C*
2. *Stephen Whitburn- Running for City Council District 3*
3. **5th Ave Master Plan Update**

**CONSENT**

1. **Approval of Minutes from Meeting of Wednesday, December 11, 2019**

**MOTION: The Board of Directors approves the Consent Agenda (item 7).**

**Burg/Wing– 9/0/0**

**Motion Passes**

**OLD BUSINESS**

1. **Promote Committee Report- Erin/ David**
2. **Events**
   * Prepared 2020 Event Plan summary document for Executive Board review
   * Created website/social/email content-flow plan with external contractors to highlight merchant activities and promotions during holidays and special events
   * Established online forum ([SmartSheet](https://app.smartsheet.com/sheets/5pMWxR32VcQcG3F3HCXXCQPFGhMHGVJQP3wjhWX1?view=grid)) where GQA staff, contractors and stakeholders can access/share information about upcoming events GQA is promoting and/or producing
   * Met with Party Naked (Peter Lemke) to establish interactive fitness components of Fifth Ave. street-closure test-run
3. **Parking**
   * Wrote, designed, developed, launched gaslamp.org/parkingperks
   * Wrote ad copy for advertising campaigns
   * Oversaw production of advertising art for digital, print, outdoor, posters for 18 venues
   * Laid out front-cover wrap of San Diego Union-Tribune
   * Prepared rules and regulations document for display on gaslamp.org/parkingperks
   * Prepared training document for participating Gaslamp merchants
   * Distributed customized posters and training documents to participating members’ locations
   * Secured prominent locations in parking lots, elevators to display merchant-promoting 24x36 posters
   * Finalized front-cover wrap of Union-Tribune, a 3-page newspaper spread highlighting Parking and Promenade
   * Distributed copies of the paper with the front-cover wrap to participating merchants.
   * Met with ACE Parking to make a plan to include 10-12 hotel parking lots in Parking Perks
   * Finalized design of 14 24x36 parking lot posters and six 8.5x11 elevator posters
   * Finalized 10 animated GIF ads for programmatic/social; 20 static ads, email blasts for READER
4. **Website**

* Redeveloped homepage
* Deleted out-of-business listings from directory
* Created, placed ads to promote web-dev RFP in UTSD print/online; posted RFP on gaslamp.org
* Updated Parking Perks page, rules

1. **Banners, advertising sales**

* Developed new advertising-campaign presentation template
* Established plan with BriceHouse to help sell kiosk and banner advertising more efficiently
* Structured banner packages for merchants; will present to merchants end of January 2020

1. **Action items**

* Secure website-listing content from all merchants
* Roll-out social-contesting platform to merchants (social contesting, online/email support)
* Schedule Promote Committee meeting

1. **Protect Committee Report**

* **Coordinate restraining orders for repeat offenders**

**Action Items:**

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

**Illegal Vending in Gaslamp Quarter**

* + Work with Code Enforcement, Health Department, County, City and SDPD
  + Develop a plan to assist code enforcement and SDPD to crack down on illegal vending
  + New City ordinance planned to be rolled out early 2020
* **Develop a preferred vendor list for Gaslamp Merchants**
  + **Work with Protect committee to identify vendor who can give preferred rate for GQA member**
* **Continued Pressure on SDG&E to finish work on damaged vaults**
  + Work with Clean and Safe and property owner to fixed damaged vaults in 2020
* **Parking Improvements in Gaslamp**

**Action Items:**

* + Pay and Display begin installation begins in January 2020
* **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](mailto: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**

Will identify vacant store fronts and install Gaslamp Promenade visuals to promote the project.

* **Gaslamp Operational Protocols**

Reviewed the list of vendors and protocols looking for input from the committee for accuracy.

1. **Plan Committee Report**

Fifth Ave Master Plan to provide a new vision “Gaslamp Promenade”

**Action Plan: •**

**Gaslamp Promenade Second Steering Committee – December 17th**

Office/GQA/committee members- review funding strategy, community action plan and design elements.

**DPMG motion for approval of the additional Neighborhood Parking Program funds for FY 20**

“DMPG recommends approval of the $1,500,000.00 in Community Parking District funds to be used for the Gaslamp Promenade project, including cost associated with design, grant applications, outreach activities and other activations, if deemed permissible by City Staff. DPMG also recommends that funds, unused for the purposes herein, go to the establishment of a Capital Improvement Project at the earliest available date”.

DPMG unanimously approved my motion for the additional funds. Awaiting direction from the City of San Diego as to releasing the funds for grant writing design development and community outreach.

**Group service provider** – Operational protocol for companies that service the Gaslamp Quarter – Tuesday, January 28th 3 p.m.

**Community Town Hall –** Gaslamp Promenade, Tuesday February 11th 3:00 p.m. Hilton Hotel

**Promenade Community Activation-** Requested by the City of San Diego to introduce the concept to the community June 3-7th 2020 Wednesday- Sunday, Market Street – K Street 12 p.m. – 3 a.m.

**Schedule of San Diego leadership meetings**

• Nathan Fletcher County Supervisor 11-6-19 Support letter

• SD Regional Chamber of Commerce 11-19-19 Support (letter pending)

• SDTA 11-14-19 Support letter

• East Village Resident Group 11-21-19 Support (letter pending)

• Cortez Hill Resident Group 11-25-19 Support letter

• Chris Cate- Councilmember 12-2-19 Verbal support

• Vivian Moreno 12-2-19 Verbal support • Building Industry Assoc. 12-3-19 Support letter

• Convention Center 12-3-19 Support letter

• Downtown Resident Group 12-9-19 Support verbal

• Mark Kersey -Councilmember 12-10-19 Support (letter pending)

• San Diego Bike Coalition 12-10-19 Support (letter pending)

• DPMG 12-12-19 • Circulate San Diego 12-12-19

• Toni Atkins Office 12-13-19

• TMD 12-13-19

• MTS- Paul Jablonski CEO 12-16-19

• SDTA Board of Directors 1-15-20

• San Diego Bike Coalition 2-7-20 Regional Bike Summit

**GQA Website RFP process-** Window for submission ends Jan 31st. Two candidates have submitted proposals

**• Pay and Display on 5th Ave**

Meeting Traffic engineers on Thursday, January 30th 9:30 a.m. to finalize placements of Pay and Display

**11. Special Events Report - Erin**

**Next Special Events Committee will be meeting on Thursday, February 20th.**

**Initial Presentations**

ELLIE MAE BLOCK PARTY

March 24, 2020 7 p.m. – 10 p.m.

5th Avenue between J – L Street

K Street between 4th and 6th Avenues

Attendance: 2500

Contact: Restaurant Events – Jen Gottch

**Final Presentations**

PRICE WATERHOUSE COOPER BLOCK PARTY

February 3, 2020

5th Avenue between J and K Streets

K Street between 4th and 6th Avenues

Attendance: 1200

Contact: Restaurant Events- Jen Gottsch

PRICE WATERHOUSE COOPER BLOCK PARTY

February 6, 2020

5th Avenue between J and K Streets

K Street between 4th and 6th Avenues

Attendance: 1500

Contact: Restaurant Events- Jen Gottsch

SHAMROCK

March 14, 2020

6th Avenue between G and E Streets

F Street Between 5th and 7th

Contact: Laurel McFarlane- McFarlane Productions

SAN DIEGO ½ MARATHON

March 15, 2020

Contact: Laurel McFarlane- McFarlane Productions

**NEW BUSINESS**

1. **SB 850 – GQA to take position in opposition to proposed bill**

**DISCUSSION:** Overwhelming response from the Board of Directors to take opposition to the proposed bill.

**MOTION: The Board of Directors approved for the GQA to take the position is opposition to SD 850**

**Langelier/Duke: 9/0/0-**

1. **Urgent Non-Agenda Items (Action Items must meet Gov. Code Section 54954.2)**

**ANNOUNCEMENTS**

* 1. Next GQA Board of Directors Meeting | Wednesday, February 26, 2020 | Time: 3:30 PM| San Diego Marriott Gaslamp Quarter

**MEETING ADJOURNMENT –** 5:10 p.m.