



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, February 26, 2020 | 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
Carlos Becerra Cindy Blair Josefine Jandinger Aron Langellier Laurel McFarlane Laurie Peters Joe Santos Pam Schwartz Jim Shaw Stephen Sherman Nathan Wing Howard Greenberg Dania Duke	Wayne Partello Kim Shattuck Michael Georgopoulos Jeffrey Burg Bruce Getz	Michael Trimble Sherry An David Perloff Erin Liddell

1. **Call to Order** – 3:45PM – 12 Directors present

2. **NON-AGENDA MEMBER/PUBLIC COMMENT PRESENTATIONS**

3. **LIAISON REPORTS**

SDPD- Officer Marlo Woods introduced Officer Danny Woods.

Clean & Safe (DSDP) – Alonso Vivas introduced new Operations Manager Dani Garcia – Will be able to give \$3000- \$5000 to the Gaslamp Hoops Madness tournament.

**ACTION:**Michael Trimble will send to the board an FY21 place making budget

L. McFarlane arrived- 3:50 p.m.

13 Directors present

H Greenberg arrived- 4:05 p.m.

14 Directors present

DPMG- Michael Trimble

DCPC- Cindy Blair- Bike Coalition has amendments to the municipal code. Vote for the DCPC Board Michael Trimble as a resident and Dania Duke and Chris Eddy as a business owner. Vote on March 9, 2020



## **CONSENT**

4. **Approval of Minutes from Meeting of Wednesday, January 29, 2020- D Duke asked that the minutes from January 29, 2020 be amended to show that she was present.**

**MOTION: with that addendum the Board of Directors approves the minutes from Wednesday, January 29, 2020 (item 4).**

**Peters/ Santos – 8/5 Abstentions /0  
Motion Passes**

## **OLD BUSINESS**

5. **Promote Committee Report**

o **Parking**

- Produced 9 new animated gifs to promote Parking Perks program and GQA merchants
- Hung posters by elevators at Park It On Market and 6<sup>th</sup> & K Parkade
- Billboards

**DISCUSSION: J Jandinger** personally opposed to the program because would like to be known as not a “discount” district. But a neighborhood of great entertainment. **D Perloff** we are spending the reimbursable income to drive people to the parking lots. Having the free apps can give us more traction. **M Trimble** we turned this program on its head because we have had some real results. **D Perloff** we might also award parking for a year, or certain promotions like free slice of pizza on one day. **J Jandinger** Horton Plaza would give us the opportunity to validate parking. **J Santos** said it removes the negative image of parking in the Gaslamp. **P Schwartz** it continues people coming to the Gaslamp throughout the year, not just for an event.

▪ **Gaslamp Hoop Madness**

Howard, Michael, Vavi Entertainment, Laurel, and Aron met and have talked through the event but are waiting for the final numbers- It is the assumption that for the 2 day event, with all the bells and whistles it would be 70K . **L McFarlane** 30 K is “fluff” and looking for sponsors of the slam dunk contest, the mouth piece, etc.

**DISCUSSION: P Schwartz** if we can’t get the sponsor to do the “fluff” **L McFarlane** then we wouldn’t do the event. **H Greenberg** when will we know when the numbers will come in? **L McFarlane** not until next week. **M Trimble** so we would come to a decision on the event and its budget at a special meeting next week. Also, we would like to discuss the website decision. **P Schwartz** coming from the event business it concerns me that the event won’t be good because we are planning it less than one month out. I’m also concerned that if we don’t get the “fluff” underwritten, then it would be a crappy event. So no one will come next year.

**DECISION:** The Board of Directors decided to go forward with the event if it is up to 40K and will finalize next week at the Special Meeting at the Hotel Solamar Wednesday March 4, 3 PM

## **Introduction of the GQA’s new social media manager Alma Ascencio**



Promote Committee meeting Wednesday, March 4 at 2 p.m.

Laurel left at 5:00 p.m.- 13 Directors present

## 6. Protect Committee Report

**Next meeting soon.**

- **Sidewalk Repair Project**

**Action Items:**

- Confirmed with Downtown Partnership that they will repair four sections of badly damaged sidewalks. The funds will be request from the DSDP from NPP. Below is the following areas that will be repaired this summer.
  - 5<sup>th</sup> between G and Market 10"x9' = 90', 5' x 6'= 30, 10' x 12'= 120 total 240 sq.ft
  - Replace brick pavers
  - Cost- \$87,000
  - 4<sup>th</sup> between Market – Iland 305' 14'=4270 sq.ft
  - Replace entire sidewalk with brick pavers
  - Cost- \$154,000
- **Illegal Vending in the Gaslamp Quarter**

**Action Items:**

  - 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
  - Meeting with Mayor's office to distribute all photos, videos and written testimonies C. Wear collecting content for backup for the presentation at City Council date of presentation not set.
  - All content is also been sent to M. Anderson at the DSDP
- **Develop a preferred vendor list for Gaslamp Merchants**

This project has been re positioned as an opportunity to increase Friends of the Gaslamp. With dues to become a member, vendors will be able to promote directly to our merchants via our newsletter and website listing.
- **Yes on Measure C**
  - Attended and spoke in favor of Measure C with Mayor Kevin Faulconer, David Glanzer, Comic Con, angie Weber CRA yesterday, February 20<sup>th</sup> All networks were in attendance to cover the news conference

## 7. Plan Committee Report

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

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**Action Plan:**

**Nathan Fletchers office ask the county for Grant opportunities**

**Had a great turnout in regards to the first Town Hall meeting.**

**Tuesday, March 17 Steering Committee meeting**

**8. Special Events**

- Special Events Policy reviewed- 2 clauses that are needed to be removed – suggestions to the special events policy please shoot them back to M Trimble because would like to have them at the board meeting next month.
- Initial presentations
  - i. Gaslamp Hoops Madness
  - ii. Ellie Mae Block Party
  - iii. Hard Rock Hotel Evolution Block Party

Next Special events meeting Thursday, March 19, Volcano Rabbit 3:00 p.m.

**NEW BUSINESS**

**ANNOUNCEMENTS**

- Next GQA Board of Directors Meeting | Wednesday, March 26, 2020 | Time: 3:30 PM| San Diego Marriott Gaslamp Quarter

**MEETING ADJOURNMENT – 5:22 PM**