GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, February 26, 2020 | 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>Carlos Becerra</td>
<td>Wayne Partello</td>
<td>Michael Trimble</td>
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<tr>
<td>Cindy Blair</td>
<td>Kim Shattuck</td>
<td>Sherry An</td>
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<td>Josefine Jandinger</td>
<td>Michael Georgopoulos</td>
<td>David Perloff</td>
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<td>Aron Langellier</td>
<td>Jeffrey Burg</td>
<td>Erin Liddell</td>
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<td>Laurel McFarlane</td>
<td>Bruce Getz</td>
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<td>Laurie Peters</td>
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<td>Joe Santos</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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<td>Howard Greenberg</td>
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<td>Dania Duke</td>
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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 6th & 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 Jadinger 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.
        - 5th between G and Market 10”x9’ = 90’, 5’ x 6’= 30, 10’ x 12’= 120 total 240 sq.fit
        - Replace brick pavers
        - Cost- $87,000
        - 4th between Market – Island 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 20th 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”
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