



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, August 26, 2020 | 3:30 PM  
Zoom Meeting  
San Diego, CA

Present Board Members	Absent Board Members	GQA Staff
Cindy Blair Bruce Getz Josefine Jandinger Laurel McFarlane Laurie Peters Pam Schwartz Jim Shaw Nathan Wing Carlos Stephen Sherman Joe Santos Dania Duke Jeffrey Burg Michael Georgopoulos	Aron Langellier Howard Greenberg Wayne Partello	Michael Trimble Alma Ascencio David Perloff

- 1. Call to Order** – Directors Present  
Pam Schwartz  
Laurel McFarlane  
Michael Georgopoulos

**Zoom**

- 2. Minutes approved by: Executive Board- All in favor Laurie, Dania, Carlos, Laurel, Stephen Jim, Nate, Pam, Howard, Bruce)**
- 3. Michael Trimble:** One order in business introduce new chair of FY21 Dania Duke.
- 4. Dania Duke:** Thanks to Mikey G for Gaslamp service, and feels honored to be FY21 chair. Also thanks Mikey G for all the things he was done for the Association.



**Liaisons report:  
Clean & Safe:**

Alonso from Clean & Safe: Good news, their program awarded the contract by the housing commission to help the homeless population SD. Outreach programs, helping them get to hotels, or paying their first month's rent. Provide services to Gaslamp such as security services. Continuing the pressure washing services, if you need specific business please reach Clean & Safe. Pressure washing, one a week. Staff are cleaning every day, morning and night shift. Security services that launched during COVID will be continue thru FY21. Completed covering electrical boxes on 4<sup>th</sup> and 5<sup>th</sup> avenue with historical images.

Dania: States that when pressure washing, due to the structure of the street there is water that stays in the storm drain. Alonso: we will investigate further and see what the problem is.

Pam: Asking if we have the same size of staffing. Alonso states that COVID has been hurting the staffing, but as of now the staff is from 80-90%.

**Marlo Woods: San Diego PD**

Before COVID policing was good, so when COVID hit they started to see the street gotten to get worse. The Bike team has been adjusted to address any protests.

Michael: with curbside Gaslamp been extended, when we have needed help from the bike team we haven't been able to see them police on Gaslamp.

Marlo: The Bike team has been adjusted to address any protests, and their shifts are constantly getting adjusted.

Michael: There has been an increase speed racing on fifth avenue.

Marlo: Have a specialized team to identify cars modified for speed racing, and they have been successful in confiscating the cars.

Mikey G: Do we know more about the shootings?

Marlo: There were 3 different shootings, they have one in custody, and two shootings might be related. The third shooting is still under investigation.

**Britney Baley, District 3.**

There is not a lot of activity as they are legislative recess. Being active to get business open such gyms. Requested funding for renting assistance. Thanking Alonso and Marlo for all their help.

Michael: any convention update?



Britney: The convention center homeless shelter is until October and got a grant to purchase hotel to shelter homeless, or permanent housing.

**Cindy: update on DCPC**

DCPC: working to put the promenade on the list and get funding.

Michael:

Update on Curbside Gaslamp and outdoor dining/parklets:  
Curbside Gaslamp going 2 months strong.

**Laurel:**

We have 40 curbside Gaslamp participates, did the padres campaign, and added still walkers to add some fun elements. Working on getting more lighting, some banners go missing. New Gaslamp street workout on Saturdays, and reebok, Pendry.

Over 400 umbrellas given out to merchants to 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> avenue.

Pam: are we having any security issues?

Laurel: we have two Elite security guards all night and are helping out.

Stephen: no issues, just reminding people to wear their mask, everything has been smooth.

Laurel: everything has been positive

Mikey G: Awesome job Laurel, we have safe a lot of businesses, most have been shutdown if we didn't have this program. We have let our members know that we are the ones that have been behind the program.

Laurel: One of the merchants has said that they are going to break the rules until they get shut down, so we try to talk to them and address the problem.

Pam: is there going to be a point where Laurel's team does not have to be in Curbside?

Laurel: until we get the boulders.

Joe: Thanking Laurel and the Association for the work. We should put on blast the merchants that are not following the rules and get all of us to help.

Mikey G: We should send out letters as warning to let merchants know that they need to follow rules.



5. **David Perloff:** Presenting the new pledgers for the Heart of San Diego, around 50 people have done it, and merchants have been happy about it. All the people we have shot they will end up on two banners. Continue to development campaign to FY21. Digital media campaign has been running 3 times July, August, and September. We are creating The Heart of San Diego graphics, so they can share on social.

Michael: Wanted to give some props to David for a great campaign.

Website: updating website with Curbside Gaslamp and parklet content, by sending photographers on Fridays and Saturdays.

In homepage added the fitness happening in Gaslamp. Also, the events page talked about Curbside Gaslamp.

A big project working on is the directory to update the merchant's information.

## 6. Social Media Recap: Alma Ascencio

### Alma:

Gaslamp Quarter's social media

The focus has been The Heart of San Diego, Curbside Gaslamp, Dining Nightlife, Merchants social media features, and constant presence and engagement. The three elements in every piece of content published are to inform, entertain, and educate.

Promoting The Heart of San Diego Campaign has been one of the focus. Creating feed posts content/stories featuring merchants/staff who took the pledge and giving leads to David. As well featuring the 15sec and 30sec commercials and tagging merchants. Promoting the giveaway with a call to action and promoting giveaway winners and tagging merchants. On FB created a album with The Heart of San Diego content, as well in IG with the Heart of Sam Diego Highlight.

The narrative for the Social Media: "We are open and pledge to keep you safe"

GOAL: CREATING CONSISTENT ENGAGING CONTENT TO CONTINUE INCREASING BRAND AWARENESS, AUTHORITY, AND BRAND LOYALTY

Instagram, FB, Twitter:

Scheduling daily posts and stories.

Creating original engaging content

Knowing what audience wants from GQ SM channels.

Answering every comment/engaging with audience daily

**CONTENT "CONTEXTUAL"** Producing and publishing content that's built *for the* platform.



Other focus: Curbside Gaslamp, Parklets, merchants' features, create daily stories, Wear A Mask Campaign, Social media stories series: Rooftop Fridays, Gaslamp Games, Hustle for the Muscle, and A Blast for the Past.

Created dining nightlife content videos and photos. Reposting audience content on our pages.

Storytelling video content: date night, fun day with friends, or join GQ in exploring rooftops

Working with micro-influencers by featuring their Gaslamp restaurant visits. Win-win situation: they repost content I created featuring influencers.

- Every week I am contacting merchants to create original content
- Take photos and video to create a full social media stories takeover and future feed post.
- As well give merchants content, so they can use it as they like it.

KPI Overview:

Instagram: 42% up than last month, engagement 1.1% up followers' growth 98.15%

Facebook: 95% up than last month, engagement 103%, post link clicks 4,647% up

Twitter: Engagement 2.1 % up, other engagements 28.5% up

Laurel: TASTE OF GASLAMP:

Laurel: Taste of Gaslamp new concept: reach to Rick from Cisco to donate the protein, and new strategy to guide people during Taste.

Joe: what are the benefits or need to do it? What's the plan?

Laurel: its to support, and PR that Gaslamp is active in the city.

Part of it we can use the patio, or extra table, and the six-foot stickers to line up to get their taste.

## **7. Michael Trimble: RETAIL PARKING LETTER**

Pam: Letter is "too weak" the situation is that the restaurants are taking over the parking, and they are no parking or parking in front of our store. We have everything we can to support restaurants, now is time to support retailers. Letter needs to be stronger and putting emphases on retailers.

Michael: I believe letter is strong, and that emphases retailers. Does anyone have a comment, or vote to send the letter?

Mikey G: "I agree with Pam" need to support retailers.



Pam: "I am disappointment that this has not been send earlier"

Jeff: It's a fine balance, it sends the message across. City should enforce parking revenue.

Michael: "FY21 parking fund will be leaner" looking forward for some direction regarding letter.

Jeff: Need to revise letter to sound stronger and need to update.

Dania: Lets put stronger recommendations in letter.

Michael: Motion on the floor: Pam, Dania, Kimberly, Bruce, Laurie, approves. Start to work on letter.

**The Heart of San Diego Debate:**

The debate is on Sept 22 at 10 a.m. via zoom.

social media graphics will be sent out, and let's think of questions to ask the mayoral candidates

Other issues:

Dania: received city notifications: City holding meetings for eviction retention, COVID related sick leave, and introduction of worker retention guarantee

Michael: please send over information and will send it out to newsletter.

**MEETING ADJOURNMENT –  
zoom meeting ended: 2 hours.**