



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, June 24, 2020 | 3:30 PM
Zoom Meeting
San Diego, CA

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

- 1. Call to Order** – Directors Present
Pam Schwartz
Howard
Aron
Laurel McFarlane
Directors Present

Zoom

- 2. Minutes approved by: Executive Board- All in favor (Joe, Aron, Laurie, Dania, Carlos, Laurel, Stephen, Jim, Nate, Pam, Howard, Bruce)**
Wayne Partello (abstain)
- 3. Michael Trimble:** Address first order in business “an exciting all be waiting to hear, The Heart of San Diego welcome campaign is launching this week, David doing an excellent job” setting up all



the elements regarding the program, scheduling all the media, it will help all Gaslamp. , Michael introduces David to present the campaign.

- 4. David Perloff:** Presenting a Gaslamp Quarter website, new pages introducing The Heart of San Diego. David played The Heart of San Diego commercial featuring Mayor Faulkner. David stated that commercial will be playing in TV (KUSI) and social. Another commercial was played featuring Nathan Fletcher. All ads, banners are set-up, any business that participate will be feature on in the website. Presenting the giveaway, and merchants that took the pledge. David presenting The Heart of San Diego documents, presenting the pledge, why to participate in the campaign, Multimedia expo (badge, social media presence, e-mail, press release, Gaslamp pole banners) Showing an example of the pole banners (100) going up all around Gaslamp. Explaining how merchants can participate, showing customizable digital banners available to merchants for their own usage, website, social media, etc. Showing the four options of the window decals. Michael Trimble contributing by telling about The Heart of San Diego aprons, Laurel stating aprons were arriving Friday. David played another commercial, and how showing the eight billboards are going to look all around San Diego. Michael Trimble excited about program, and thanks David. Josephine, Wayne Portello, and Joe Santos congratulating David on the campaign. Michael Trimble "Another great thing is that it did not cost the association any money, we leverage from the remaining dollars from the parking district funds to roll this program." Dania asked if waivers were signed for the people in the pole banner photos, David confirmed waivers were signed.

Michael Trimble: moves to next topic- Social Media recap

5. Social Media Recap: Alma Ascencio

Alma:

Gaslamp Quarter's social media Phase 1: from March 16- June 18

During this phase the narrative was Gaslamp strong, foster and focus on community, create a bond with our audience, continue to keep audience informed, entertained, and educated. Social media captions always a clear call to action, and transmit same message, but consistent to each platform. In phase 1. The strategy and goal are for our audience/community to miss Gaslamp, lured them to want them comeback. The strategy's priority and goal are to be aesthetically pleasing to our audience, attract new followers, comments, and likes. Also creating a balance of promoting our merchants and Gaslamp as a whole.

For Instagram: Instagram and Facebook posts and stories: I MADE CONTENT "CONTEXTUAL" Producing and publishing content that's built *for the* platform.

Instagram and Facebook Stories: Featuring Merchants (6 elements)

- Intro: Created full feature of merchants either open for take-out, delivery
- Now Open: Give business information, open hours, phone number, graphics, etc.
- Messages from Business to Consumers: Present business messages to consumers: safety protocols, video, etc.
- Food & drink: present food and drink photos, including interaction stickers, polls, and questions to audience.



- Business Special: Promote any special available.
- Closer: Include call to action: such as link to website, menu, or specials.

Instagram, Facebook, and Twitter:

Presented Phase 1: COVID-19 & Protests

- Consumer/ audience wants different content
- Audience is in a different mindset
- Socially responsible

Presented Phase 2:

- New way of living, transition to a new way of life.
- Transmit trust and safety. Make audience/community feel comfortable to come back.
- The Heart of San Diego
- Curbside Gaslamp
- Somewhat of a nightlife.

Presenting audience social media comments (positive comments, community wanting to comeback to Gaslamp) showing that strategy's goals are getting fulfilled.

Showing Phase 2. Social media content success, Curbside Gaslamp social media content engagement success such as 32 comments, 99 shares in one post. Facebook content example which had great reach and engagement.

Presented Facebook metrics:

- 113-page likes (14% up)
- 1,783-page views (23% up)
- 119-page followers
- 201 recommendations (14% up)
- 13,391 post engagement (45% up)
- 1,133 videos (71% up)

Presented Twitter content such as

- Gaslamp strong,
- Curbside Gaslamp, and
- Heart of San Diego content

What's Next:

- Continue to promote The Heart of San Diego campaign: feature merchants who take the pledge, feature graphics on posts and stories.



- Continue to promote Curbside Gaslamp: live coverage, upload videos, create stories, nightlife shots.
- Feature food and drink photos on feed stories
- Tik Tok account: promoting campaign, Curbside Gaslamp, nightlife, merchants, etc.
- Continue to transmit safety protocols, reminders to wear mask, and social distancing.

Michael Trimble: Happy with social media.

Joe Santos: We have the right message, and make sure that photos promote safety.

Michael Trimble: the narrative that Gaslamp is safe.

David: Heart of San Diego commercials will start running for few months, website has Curbside Gaslamp announcement. We are getting more restaurants participating in Curbside Gaslamp.

Laurel: We have 24 business turning all documentation, and more merchants are joining.

6. Michael Trimble: beatification of Gaslamp prior to opening
Strategy for removing plywood from business,

Dania: Hilton, Solamar will be coming down, and just in the last two weeks there have been incidents,

Joe Santos: we had same incident, and turned all to Clean & safe

Aron: individual got arrested in fourth & market. We should call Marlo.

Joe Santos: aggression was on purpose.

Curbside Gaslamp:

- Status of permit got approved
- We were able to reroute MTS for more businesses
- More businesses are joining

Joe Santos: shutting down sidewalk, working with The Field.

Laurel: building wheelchair ramps, for future sidewalk shutdowns we need to talk about it.



Michael Trimble: we want to maintain safety, we had a lot of press during first days of Curbside Gaslamp, we have security and they are giving masks.

Laurel: walked around to give flyers to inform impacted businesses.

Joe Santos: Can we not let cars until 2:00 am? We are getting some many people, and social distancing is hard.

Laurel: we made adjustment to 1:30 am. Also, we met with the Market people to extend to Sunday, and put booths, and maybe extend to Saturday.

Joe Santos: if that's the case we would have the patio set-up and street closed Friday to Saturday. So, we can have all patios already set-up.

Laurel: We are trying to set-up with the market, but we don't want to set it up a farmer's market since.

Michael Trimble: we should have a text chain with Curbside Gaslamp to communicate any concerns, or updates.

Michael asked if anyone had questions or concerns.

Dania: Stated that she was at Curbside Gaslamp the first weekend and said that everything looked so well with the restaurants, the social media photos were well done. If we get more businesses, we need to make sure we are following safety protocols.

Aron: We have a couple new stations reached and lets beware to show that we are following the safety protocols.

Joe: We are enforcing that you need to buy food to buy drinks, we have zero complaints from consumers.

Michael Trimble: I have also been reached to address what are we doing for fourth avenue, put parklets and working with Las Hadas, La Puerta. We are working to get as much exposure to 4th avenue. Any other questions regarding Curbside Gaslamp.

Pam: Curbside Gaslamp is not a good name, we need to think of another name, and we need to modify name.

Laurel: We can modify the name, and we can change it.



David: We can change it, let's think of a name.

Aron: We can come up with something with safety.

Cindy: We need a name that promotes Gaslamp, create a positive out of a negative.

Michael Trimble: there is a silver lining as the city is helping us pay for Curbside Gaslamp, and we have budget of activations.

Michael wrote letter to Mayor regarding Curbside Gaslamp holiday closures, wrote letter to Nathan Fletcher to have Curbside Gaslamp for 4th of July. Michael went on record to help us with Curbside Gaslamp during holidays.

Laurel: We have been talking for a laser show for 4th of July activation. Create a fun activation for 4th of July and have two locations. We have a budget, and we can do something, unique and bring people, but we have to be careful.

Laurie: Can we have musicians along the streets during Curbside Gaslamp?

Laurel: We are not allowed to have live music.

Joe: What is the music regulation? We are not doing it but liked to know.

Michael Trimble: I will get back to you.

Joe: Another concern, how are we hoping to react if a business or employ gets COVID? Wants the plan and react.

Aron: There's businesses that are going through it right now like in Little Italy, and "what I heard is to send out message out, and having the building clean by a third party, then deal with your staff."

Michael: I spoke with Heather from the health department, and they are organizing meeting to address new guidelines, and I will get back to you with information.

Gaslamp Quarter Elections:

Board member responsibilities: participation responsibilities

Status of board member re-election: talk to board members if they want to continue in the board.

New members: We want to see who is interested in joining the board.

Election to begin July 1st: paper and digital ballots so everyone votes.

Michael Trimble and Jim made proposed cuts



Budget FY21:

Proposed cuts to make the FY21 budget balance

- 15k from the branding advertising budget- 75k to 65k
- 20k eliminated from Artisan Market: no need for infrastructure new configuration with Curbside.
- 35k eliminated from Gaslamp décor: We made large investments last December
- 10k eliminated from New Gaslamp sign- CIP Budget will be able to cover any Promenade related costs
- 40k eliminated from Gaslamp Hoops- Laurel believes sponsorship can cover event. Laurel: and vendor booths
- Total of 120k proposed cuts to FY21 which leaves us with positive \$562

Michael Trimble: I want to have an open discussion

Pam: "The budget has to have no revenue on any event." We have to look at it as any event not being permitted.

Jim Shaw: We put a zero for lamp lighter budget, "the only special events for revenue are for the Artisan Sunday Market , The Pet Parade, and The Taste."

Michael: The Market will continue.

Pam: We don't know how things will be in the next 3 weeks.

Michael: Laurel can you talk about Taste.

Laurel: "Reached to Cisco to provide protein to merchants, and making changes for a new Taste," and small events are possible to make it work. It can be a potential and may get sponsorship.

Michael: Do we want to discuss the removal of Pet Parade, or Taste?

Jim: We just need to be open to those changes.

Laurel: We can do the Taste in August.

Michael: We have to push sponsorships for revenue.

Laurel: I can help with sponsorships with merchants



Michael: We discuss to move Retreat to September (a zoom retreat). Moving on, is the cut budget approved.

Jim: we should just look at it and wait a month and revisit budget cut again.

Pam: Made motion that we accept the budget with the cuts and in 45 days revisit budget to agree or make more cuts.

Jim: seconds it.

In favor: of motion

Joe, Aron, Laurie, Nate, Stephen, Carlos, Wayne, Howard, Bruce, Cindy, Josephine

Laurel: Abstain

Michael Trimble: We are going to the regular schedule meetings: Executive board meeting the third Wednesday of the month, and the board meets last Wednesday of the month, zoom meetings.

Michael: "I welcome for you to come and visit Curbside Gaslamp" and any discussion on the umbrellas.

Aron: We are getting umbrellas on Friday, Laurel and Aron working to give out 100 umbrellas.

Laurel: Umbrellas are getting distributed first come basis.

Michael Trimble: We will have a photographer set-up to take photos for Curbside Gaslamp. Any other open issues?

Consensus: No more open issues.

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