



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, September 30, 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 Nathan Wing Carlos Becerra Stephen Sherman Joe Santos Dania Duke Jeffrey Burg Aron Langellier Howard Greenberg Sara Arjmand Rick Jefferies Sumeet Parekh	Wayne Partello Michael Georgopoulos Jim Shaw	Michael Trimble Alma Ascencio David Perloff

1. **Call to Order** – Directors Present (See above)  
**3:31 PM**

**Consent Agenda**

2. Minutes from GQA Board of Directors Meeting August 27<sup>th</sup> 2020  
Pam, motion, Laurie (seconds) Motion passes 17-0

**Michael Trimble:** “We should begin the September Gaslamp Quarter Board Association board meeting and I'm going to turn it over to our new chair, Dania.”

3. **Dania Duke:** “Thank you, good afternoon everybody. It's really with great pleasure that I welcome you to our September board meeting.”

I want to thank Mikey G for his service and guidance of the Executive Board of the GQA for over 4 years now. This isn't a moment of just personal honor for me. It is also a deep personal responsibility that that I do not



take lightly. I feel very privileged to share and lead this board in the Great City of San Diego. A special welcome to our newest board members, Sammy, Sarah, and Rick welcome we thank you in advance for your time and service to our GQA board. I intend to support and push the legacy of the Promenade Project forward along with the support of Michael and his staff and our executive board. Your committee work, and support of these priorities and visions will help us elevate and continue our success.

I intend to maintain frequent communication with District 3 Chris Ward's office. Work closely with our community liaisons, the Police Department. Our new captain: Danny Grubb, thanks for joining us today. Clean and safe DCPC. The San Diego Lodging Association and the tourism authority. I promised to work tirelessly with eyes open on the goals that we agree on and my ears open to hear the voices. Thank you for the honor to serve as your chair.

#### **Liaisons report:**

##### **Captain Danny Grubbs San Diego Police Department:**

“My name is Danny Grubbs. I have been with Police Department for 30 years. I've worked in central division in the past as a Sergeant. This is my fifth patrol command. Prior to that I was on swat for 22 years. “I’m looking forward to working with all of you.”

Michael: Captain, I have a question. I hear there's a protest going on tonight. Do you have any details about what that is and where it's going to be happening?

Captain Grubbs: “I'm not aware of one tonight. We usually get 2 weeks’ notice on demonstrations. Lately the demonstration groups, the violent ones are getting better at hiding their information. We're lucky to get 4 hours of notice. Please feel free to email it to me.”

##### **Alonzo Vivas, Executive Director of Clean and Safe:**

“We've had a couple of meetings you know, with Marshall, SDPD and Laurel. We moved the hot dog vendors from blocking the sidewalk.

The other thing that's still kind of an issue for the Gaslamp Quarter and I just want to thank Michael and David for getting the word out in one of the newsletters was the trash cans that are serviced out in the public right away. That's still becoming an issue for us. Our graveyard team is still spending hours almost every single night cleaning up. So, if we can continue to pass the word on to the businesses in the Gaslamp Quarter to please lock your cans. I talked to private companies, and every business owner is entitled and allowed to lock your trash cans with the code. Just reach out to your trash company.”

##### **Brittney Bailey, Councilmember Chris Ward District 3.**

“Exciting things happening at the city. The Convention Center, as of right now is funded through the end of October, but we do expect an item to come forward to council soon to expand that funding through December in time for our hotel/motel acquisition. We do have two hotels that were purchased by the city through use of



state funds and we're going to be converting into beds for the homeless. There could be about 300 beds available as soon as December, so we're trying to time the Convention Center with the opening of those facilities.

In addition, you may have heard that last month council had approved the extension of outdoor dining for a 12-month cumulative period starting in July, so that would go to July 2021. It's important to note that will it expire two weeks after the County public health orders are lifted."

**Jason Wietz, Office of Senate Leader Tony Atkins:**

"Individuals, and families affected by COVID-19 are able to maintain their current residence as long as they attest to the fact that they have been negatively impacted by the pandemic. They will have to pay 25% of their income for their commercial residence, even though the governor extended his executive.

"Local jurisdictions looking to ban commercial evictions. Just last week, so local jurisdictions will have to take some action again to prohibit these evictions from occurring, but it has been extended to commercial properties as of this moment. I did want to extend our offices, resources and ability to help anyone that needs any assistance with the state agency to please reach out, directly to me or you can call our office at 619-645-3133."

**Cindy Blair: update on DCPC**

"We were able to add or the promenade on that list, and request to allocate 1.2 million dollars to the purchase and construction of bollard for 5<sup>th</sup> Ave. It does not necessarily mean that will get that money, but it does mean that it's earmarked for our project and that it is in the queue of 20 projects. The city agencies know that this is important to the downtown group, so that was a plus."

**Michael:** I sent that note out to everybody on Friday. We made a motion to put us on the priority list and it was 1.5 million. I am having a conversation tomorrow with the Parking District and Economic Development to go over the allocation of funds as well as the bollard program. I will keep you guys posted on that for sure, but this was a big win for us. Cindy, thank you.

**Marshall Anderson DSDP, Daniel Reeves Juniper Strategic Advisory Group, and Brian Ramey, Ike: Digital Kiosk Presentation:**

**Michael:** Introduces Marshall Anderson from the DSDP, Daniel Reeves from Juniper Strategic Advisory Group, and Brian Ramey from Ike.

**Marshall:** A couple of years ago the downtown partnership went through a competitive bidding process to upgrade our wayfinding signage. We were looking for a product that could not only upgrade our directional capabilities, but really help address a lot of the unique needs we have downtown, namely around homelessness. And something that could help bridge the gap between residents, businesses and visitors and provide vital resources and information. We were introduced to Ike; they were the top responder to that RFP. Ike is in large cities throughout the United States. I do want to highlight that they are currently readying for deployment in California. In Oakland, San Jose, Berkeley, and Los Angeles."

**Brian,** from Ike:



“We developed Ike as a platform for cities and business districts to reach residents and visitors with their own unique message. By communicating in one consistent medium. To quickly inform the public with messaging with things like the latest CoVid 19 information or updates for local restaurants about their latest takeout delivery options and updated hours. As the video mentioned, the business model I want to reiterate, there is no cost to the city or the partnership. We cover 100% of all costs of manufacturing, installation, ongoing regular maintenance, and cleaning. And then we recoup these costs through the sale of advertising and the advertising is the only form of revenue generation. We are looking for conceptual support.”

Motion presented.

**Sumeet:** I will make a motion to approve: Downtown Partnership/Gaslamp Quarter Association Digital Kiosk Program pending all the financial details are worked out with both organizations.

**Howard:** second  
Comments/questions:

**Howard:** “We don't really understand the financial part of it, and we got an idea that I think the partnership was getting. If I am not mistaken, it was like \$18,000 a month per kiosk.

**Pam:** “I had the same concerns that both Howard and Steve brought up, and that was about the companies that sells the advertising even if it's a national advertiser, one that is not appropriate could affect our revenue streams.

**Michael:** Motion approved. 17-0

**Michael:** Presentation of new board members, Rick Jefferies from Sysco, Sara Arjmand from Greystone Steakhouse and Sumeet Parekh, HP Investors.

### **GQA Election update**

Welcome new board members  
New Chairperson of the GQA board

**Motion:** Cindy Blair: To approve our new Chairperson, Dania Duke and our three new board members, Sara Arjmand  
Rick Jefferies and Sumeet Parekh  
Second: Aron Langellier  
Motion passes: 17-0

### **Michael: Gaslamp Quarter Association Strategic Plan FY21**

Review Plan, Protect and Promote subcommittees priorities and will all meet to discuss structure and details. Approve and ratify at the October 30<sup>th</sup> Board of Directors meeting.

### **David Perloff: Gaslamp Marketing**

Member Toolkit: for new and existing GQA members  
Free to paid marketing opportunities, newsletters



Working on the digital directory and creating landing pages.  
Reverse marketing, free- no cost marketing in all platforms.  
Parking webpage

### **Alma Ascencio: Social Media September Recap**

KPI, overview and next year strategy  
Instagram, FB, and twitter engagement went up from last month.  
Next year: YouTube, Pinterest, and Google My Business (SEO, PR, Creative marketing)  
Create curated Gaslamp series, original and storytelling content.  
Elevate all platforms, have a bigger and stronger digital footprint.

### **Laurel McFarlane Special Events**

Longest table event  
Golf tournament

**MEETING ADJOURNMENT** – Dania adjourned meeting (5:31 p.m.)  
**zoom meeting ended: 2 hours.**