



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, Dec 9, 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 Jim Shaw Wayne Partello Michael Georgopoulos	Kim Shattuck	Michael Trimble Alma Ascencio David Perloff

1. **Call to Order** – Directors Present

- Dania Duke
- Laurel McFarlane
- Pam Schwartz
- Aron Langellier

**Zoom**

2. **Minutes approved by: Executive Board- All in favor Pam, Lori (seconds) Passes unanimously**

**Michael Trimble:**

Thank you all for joining the Gaslamp Quarter Association December 9th Board meeting. I want to have David start with the PowerPoint and we can introduce our first guest which Deborah Clem from Vice.



**Liaisons report:**

**Deborah Clem from VICE.**

The most recent update is about the restaurant shutdown for dine-in and outdoor dining. Fortunately, restaurants can serve food to go. Also, live entertainment is shut down until further notice. The old health order expired but the big point is that restaurants are not allowed to serve inside and outdoors.

Does anyone have any questions for me? I know this is so frustrating for everyone.

**Michael Trimble:**

I have a question. I know that there was a letter written by Todd, Gloria and a few other individuals that went directly to the governor. Any overturned on that decision? Has there been any talk?

**Deb Clem:**

Yes, nothing specific.

Alcohol can be served to- go if it is sealed. It cannot be consumed in public. Law is still in effect; you cannot consume alcohol in public.

**Marlo Woods:**

Regarding the patios, they are open for the public, but it might cause trouble with the transient population that would take advantage of that situation. We would not be able to move them along if that is the case.

**Jim Shaw:**

I have had several customers ask if they ordered their takeout can we sit on your patio? Can I sit at your table and eat my food? Are you saying yes, we can? Yes, that is allowable.

**Deb Clem:**

From a law enforcement perspective, yeah, if the restaurant is not serving them outdoors. If they are taking the food to-go and they choose to sit somewhere outside, that happens to be right there, and that is fine.

**Jim Shaw:**

Super thank you, that is huge.

**Michael Trimble:**

Right, any other questions for Deb?

Thanks Deb. I appreciate you joining.

**Marlo Woods SDPD**

**Marlo Woods:**

Glad to be here guys. I did not want to just update you guys on the rash of shootings we have had in recent weeks for the past month though, but also all those cases that were not random.



This was something where either the suspect and victim or witness had interaction, so they kind of knew each other. Now I do not know the extent of how much they knew each other, but it was not random and all of them are still ongoing investigations. The new one happened on the trolley between 2:00 a.m.

We believe to be gang members and the shooting took place on the trolley. We took that person into custody. Outside of that, I have been getting a lot of complaints of packages stolen.

**Michael Trimble:**

Hey Nate, did you mention to Marlo about the Huntress parklet fire yet?

**Nate Wing:**

We had a small fire on our parklet last night at about 2:30 a.m. We called it into dispatch, and they said it was not arson, which we thought was kind of funny because they also started a fire on our neighbors' patio. San Diego Fire Department was down here quickly, but I mean that is a huge investment for us. It is all wood and laminate so those are going to go up really quick and could jump onto a building that's nearby. So, it is just a huge concern on our end.

**Marlo Woods:**

Yeah, so the interesting part is, who? Who made the call that it was not arson?

**Nate Woods:**

It was when we 1st called dispatch, they said that's not arson. So, it is just originally on there, but they are coming out tomorrow to look at everything and they're going to check out the neighbors too.

**George Lincoln:**

My name is George on Lincoln hotel manager. This question is mostly for Deb Clem but not specifically at her. Are you guys working on doing anything about the transient homeless mentally unstable population because they seem to be increasing downtown.

**Deb Clem:**

We have a few different resources that you can call for that. Of course, Central Division Patrol. The best option is to call 619 531-2000 and then if you have a situation where it is like the same person showing up, you know can reach out to Marlo.

**Michael Trimble:**

Any other questions for Marlo?

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

**Michael Trimble:**

Thanks again, for joining Alonzo from Clean and Safe. I am sure your team is out. What time does your team come out in the morning and do they patrol looking for people sleeping in those patios?

**Alonzo Vivas:**

Yeah, so that is one of the things I wanted to cover. We have a team of two individuals that are responsible for the downtown area, so their entire footprint is 275 blocks of downtown San Diego.



As soon as you guys find out about stuff like that, if we can be notified immediately, that kind of helps us adjust our patrols. Starting effective tonight will be increasing our patrol in the Gaslamp quarter, especially around that time.

If you guys want us to check your properties or if you guys have constituents that want us to check on their properties. If you guys can please just send us an email. We are happy to send our safety ambassadors to check the doorways, check the patios to make sure that those are secure. I would just ask in return that we have an emergency contact if we do find a building that it is occupied or someone broke in.

Michael if you would not mind sharing our general info email to everyone.

I got two last two last updates for you guys. We are able to cover the costs and collaborate with you guys to put up the garlands in the holiday festive decor up on the Gaslamp. I believe that was about \$6100 to get those up, by the way they look beautiful.

Our landscaping team is working hard. We just finished up an updated survey of all the trees in the Gaslamp Quarter and we identified back in November about 9 missing trees. Empty tree wells. We planted 3 so far this week.

**Michael Trimble:**

Yeah, thank you again, Alonzo.

We are updating the website daily. My team is reaching out to restaurants that are going to be doing takeout and delivery and making that update on the website.

Yesterday, Laurel and I got together and talked about what we could do to really step up the game for the Holidays to not only benefit the retailers, but also benefit the restaurants as well. We came up with Gaslamp Gift Grab.

It is going to be a retail promotion that drives incremental spend. From December 17th through the 24th, if you spend \$50 or more at one of those participating retail stores you will get a \$20.00 restaurant gift card.

We utilized the parking promotion, and we had some funds we could reallocate to make these gift card purchases. We spent \$7500.

It is great for us in terms of being able not to spend money through the GQA budget, the parking district helped us do this program where also be promoting parking in structures as well.

We are going to do a sizable media push to get the word out plus social media. We are going to obviously send out the media alert.

**Jeff Berg:**

Fantastic idea. Great job getting this out and executed so quickly. Congratulations guys.

**Michael Trimble:**

Thank you, Jeff. Appreciate that a lot. Thank you.



I am going to let David Perloff introduce his sales strategy for achieving our financial goals for FY 21 and FY22.

**David Perloff:**

Great, so I am going to give you a summary of a pretty extensive Excel document. If anyone wants to participate in advertising sales or creating packages that we sell, or revenue or anything, or just wants to hear more about what I am doing and how I arrived at these figures.

Please feel free to reach out anytime, so I am going to show as briefly as I can. Some documentation, pictures, and words to back up these numbers, but I am projecting that through my own efforts. I am going to bring in this revenue between now and the end of FY22.

The kiosks are easy start. Our deal with Brice House is continuing and they are sold out as of now.

Banners, basically after starting around February. We have banners around the neighborhood well you all know that.

As an example. February, March, and April 21 we will actually hit those numbers. I am hoping to sign that insertion order tomorrow. These numbers of the \$8000 through \$14,000 we should be able to hit or beat those. This is only banners. Hopefully, that will happen. So that is it selling banners any questions?

**Michael Trimble:**

David, could you go over what the merchant opportunity that we had talked about in the past? Maybe remind people your thoughts around having merchants being able to purchase banners in front of their establishments.

**David Perloff:**

It seems like we will be able to let merchants put pictures of the things that they have inside their stores on the banners. Showcase their businesses on the banners outside of their establishment. I have spoken to many members about this and it seems like there is a lot of interest.

**Dania Duke:**

So, David what members have you talked to about this.

**David Perloff:**

I talked Pendry and Hard Rock about this honestly, I would have to think about that. Bandar would like to do it. Just about everyone who has participated in the heart campaign when the banners went up, they heard me describing how they can showcase their business I can create a list, but I do not have one. OK anybody.

**Michael Trimble:**

And the members get a different rate than for-profit entities, correct?

**David Perloff:**

Yes, initially I mean so the rate for a month on our rate card is \$70.00 per banner, for nonmembers generally, Gaslamp Quarter members get a quarter off everything. More than 1/2 so it is a big discount for members. I do not know or is it more than a quarter, I'm not sure. Big discount for members.



**Dania Duke:**

Ok you mentioned three opportunities who are you prospecting out there? What businesses are you prospecting?

**David Perloff:**

I have not made any effort to sell anything yet. I have not been making any outbound call to members for sales since we stopped charging for the website in March. My efforts in recent weeks have been to plan these things, get concepts approved, then figure out if the money was real, then move forward in identifying targets. This is kind of my process is generally establishing these things as packages and not trying to sell them individually. So, this is an experiment to predict. Kind of unpredictable numbers so tried to show the most reasonable ones. I think I will outperform this with liquor and beer companies. I was trying with this exercise to articulate in this case I am counting for example in May 2021 that is \$87.50 divided by 25 works out to be 300 banners or so that members would purchase. So, my next step would be to turn this into I guess more of a presentation and then begin to work on the sales component, which would be identifying I guess who I would call and what I would offer. But I do not have that now.

**Michael Trimble:**

David and I will have weekly calls to go over his targets and prospects. Will report back on a monthly basis.

**Josephine Jandinger:**

Are these the same banners you were proposing prior to COVID?

**David Perloff:**

Yes, I think either 6 or 8 months I actually could be a year now, but I presented this concept of Gaslamp members buying the banners outside of their stores for \$50 each. I presented this at a board meeting, and everyone seemed to like it and said they would do it. And it was approved before COVID but then I decided to make it \$25 to make it more plateable for the first 6-8 months.

**Laurie Peters:**

Does this eliminate convention and meetings programs when the convention center gets up and running again does this eliminate these conventions from purchasing banners. You know Comic Con always purchases banners.

**David Perloff:**

We can either, or it's all flexible, we can tell members the month of a convention you won't be up, and we can prorate so they get the money back or we can decide that members are permanent and conventioners would have to buy something else. It is pretty flexible in my mind anyway. Anyone else? Questions or thoughts? This is a product I do not have per se it's something I created like a concept of the adopt a freeway. The idea is that I would find block champions block sponsor initially for each block of 5<sup>th</sup> Ave. Here is what you get: 10 banners on



your block and you become the official block champion, plus on the website, social and email you get to brag that you are a neighborhood hero of the Gaslamp.

The benefit to the neighborhood is obvious that we will get money and we will take some of that money from block champions to purchase gift cards from the stores on that block. And then give them away on our own social highlighting those champions, so it becomes a cycle of warm fuzzies promotional stuff that helps those block sponsors get exposure, while using their money to drive business and awareness for our merchants. So, my goal is to find one person per month that sticks with it and doing that for eight months for each block of 5<sup>th</sup> Ave. If this goes over well and I think it will, there will be a whole bunch other stuff to sponsor. We can do 4<sup>th</sup> and 6<sup>th</sup> Ave and the cross street for different prices or whatever. Initially, I think a few realtors might want the whole thing so some of these numbers would potentially impact how many banners are available from this section. So, my math compensates this as these numbers go up to eight champions or 80 banners it would be subtracted here so that way the numbers are going down. This is just one way the money came in like I said, if a liquor company comes in and buys a bunch of things this stuff will get shifted around. I can imagine a couple of realtors and a couple of beverage companies wanting this and purchasing it. Any questions about that? Thoughts?

Next, email advertising. We have an email database, which is sort of outdated. We do have about 6000 new emails that we collected and segmented by interest basis through the heart of San Diego campaign. Our list is not super clean, but it can work and is getting better. To hit \$47,850 between the rest of this fiscal year and next. Basically, we need to ramp up this performance, which is 1 email per week at \$450 Two newsletter ads. I am sorry it's a takeover, which is where you run all the ad units in a weekly newsletter. We need to sell one of every other week and 2,1 banners at \$150 per week. Anyway, this is just how we got to the math. I think when the economy opens and there is business to be had, our list is effective and affordable to other options out there.

**Michael Trimble:**

David, can you expand upon on the email program and how actually members would take advantage of that and what are the participation rates?

**David Perloff:**

We have three ways that you can advertise to our email audience. A dedicated email: your ad and nothing else going out to the entire database. I think the rate card for nonmembers is \$750. We're charging Members \$450.

It is in our weekly newsletter to consumers. Let's say we talk about four different events. Between each event there can be an ad unit. All of the ad units in that newsletter will belong to one advertiser, if it's nonmember it's \$750, if it's a member it's \$450. So, for a grand opening or a special menu I guess there are a lot of reasons to buys emails. Members who want to spend less but still get exposure to the audience we have banners withing the newsletter for \$150.

The website was making money in March when the economy shut down. We made all the ads free. To restart that cash flow, I think the easiest is to just sort of target 5 primary and 10 secondary sponsors at the rates that are shown there.

The secondary are members, just get tile ads or ads on the pages that appeal to them, but the primary sponsors would be the sort of category sponsors who would get the top ad on the dining, or events page. Something on the home page \$1000 each month. We will take a \$100 of their money each month.



Do some sort of paid social media that will drag people back to their page on to our site to make the campaign work better and drive us traffic. A couple things I don't have slides for, we talked about the idea of having a map of the neighborhood. I think that's well, that's been presented now as an idea that should be moved up in the calendar. We can create a map very quickly I was told we would like it by March.

I think it would be easy to get it designed by then and have it tied to a web page. Whether we can find sponsors now that want to spend at that level. I haven't gone back and thought about the idea that we would print 50,000 maps, give them to merchants, concierge, hotels, and everywhere just have them all around. So, if people want to know where to go, they will have a map with QR codes at checkout stands or if people don't want a paper map, they can get a digital one. They can scan the digital and land on our website where they can see more about businesses. We can sell ads on the map that would come with ads on social and digital.

Also, a marketplace. Merchants can sell their things, gift cards specifically or special tickets to special events. Finally, selling bricks in the someday to be built Gaslamp Promenade. I feel consumers are open to purchasing them some chunk of time in advance. Non the less that program begins in a year at Christmas next year.

**Dania Duke:**

Couple things so we want to make sure that we are attacking everything and making sure we are going out and prospecting, so we are expecting that from you David... are you acknowledging that? This is directed at staff. David we are expecting you to prospect to make sure you hit your goals.

**David Perloff:**

I haven't missed a goal that has been given to me yet. I expect to outperform in the ways that I described. Michael and I have talked about this at least for hours argued at times. We do not have the exact same mentality for what my sales process should be, although I did commit to hitting or outperforming these numbers providing targets. I spent a lot of time articulating who I would go after. My personal sales process is first creating these packages, then designing them in a way that would be appealing to potential buyers, and then sort of figure out who to send them to. I mentioned that to Michael. I may go after airlines and listed airlines, but I haven't started calling them yet because I don't feel prepared to. I feel like I need to continue to create these presentation items as I showed with those banners, I have a 71K order coming in tomorrow. We keep about 60K of that and that entity might spend 300 K next year. So, I am trying to create projection and I'm committed to these numbers. But I don't have a list of people to call because I simply do not have one yet. It's not to suggest that I'm not going to hit my sales goals but that's it. I don't know who I'm going to sell them too yet. Michael and I have been through this quite a bit. I mentioned beer companies, I listed about 40 then realized it felt futile. That is my feeling that's it.

**Laurel McFarlane:**

Anheuser Busch, they have a new Michelob Seltzer coming out and he wants us to do some more chalk art and pay Gaslamp. I can refer them to you David it can be a good lead.

**Michael Trimble:**

That is great news Laurel. Thank you for working that deal with AB. Dania I just want to reiterate that David and I will work together to review his sales targets and progress on a weekly basis as to report to Exe board prior to our monthly meeting. I see Howard has joined us.





**David Perloff:**

My final thought since I have an audience now, I didn't want one this big for this conversation but I'm going to hit these numbers and I'm going to do it honorably and respectfully in a way that will reflect well on our neighborhood and the members. If there are other specific things you want or you want to be involved in my process. I know you are just asking for targets; I will consider them but just please let me know what they are because I will. I know some of you think differently on how I sell these I just know I will sell them.

**Michael Trimble:**

All right, well thank you David for the presentation.  
Anyone have any questions for David? We can kind of move through the rest of the board meeting.  
So we've tabled the financial discussion regarding the budget till January.  
We did to promote Small Business Saturday.

**Alma Asensio:**

Leading up to Small Business Saturday, I did posts and stories on Twitter, Facebook, and Instagram promoting event.

The Instagram engagement was great, we had 700 likes, questions, and comments. We had two TV spots promoting Small Business Saturday.

I also did a couple of graphics for IG and FB stories.

I tagged our local retailers on our social media graphics and kept promoting them along the week and day off.

**Michael Trimble:**

I know that, Laurel and her team also helped quite a bit.

In the outreach for Small Business Saturday, we did a lot of emailing trying get people to engage with the Association. We became a neighborhood champion of SBS which we will continue to be in the future. As we become more of a retail destination, we want people to know that we have lots of shopping options.

We launched the Artisan Market last Saturday.

We started off with about 24 vendors. The first day we had about 17 on Sunday and this week we are going to actually have a full house approximately 30 or 32 vendors.

Alright, Laurel is the brainchild of the Gaslamp Howliday.

**Laurel McFarlane:**

Hi so we've had a pivot quite a few times to keep the Howliday going but we did it.

The Howliday is from the 18th all the way through the 24th And we've had some luck getting some sponsors as well.



You would pick up your goodie bag at Ace Hardware and then you would use your map to go on a self-guided tour following the pet paws around Gaslamp on 5<sup>th</sup> Ave. Each pet paw would have clues so would follow the pet paws around as it takes you through the Gaslamp.

The tour will start on 5th Ave at K St on the East side of the street then to E Street, then down 5th Ave to K. We have had a lot of luck with the pet goodie bags we're doing 125. Michael secured Athena Harman as a sponsor.

We are going add a \$10.00 gift card, from spilled the beans.

We are going to be sending out a media alert to get some more TV spots. We have sent out a press release already gotten some press on it.

**Michael Trimble:**

I also want to call out Laurie Peters for being so generous to come in as a sponsor, working with the Gaslamp Quarter Historical Foundation. Thank you, Laurie.

**Laurel McFarlane:**

In addition, we're going to take three different retail or restaurant windows that are out of business and do a fun step and repeat banner. Where you can take your photo op with your pet and then on the right side will be the hashtag.

**Michael Trimble:**

Alright, that sounds great are there any other questions?

Let's continue. I want to give Alma the opportunity to go over her plan for the social media.

**Alma Ascensio:**

I have done Facebook engagement, targeted sponsored Facebook event page, and Instagram ads for the Gaslamp Howliday Pawtay. As well, constantly posting on the feed plus stories promoting event, including a call to action to our website for more information/register.

A total of 21 feed posts for all social media: Twitter, Instagram, and Facebook.

18 stories in total created for promoting the event. Creating fun, festive, and fresh content to promote event.

My Husky is going to be doing a story take-over for the pet holiday and doing all the activities. As well, collaborating with food and doggy influencers to help promote event.

Creating daily content encouraging our community to visit Gaslamp.org and order takeout from our open restaurants.

I created a few festive campaigns for December. I created the 12 days of Gaslamp holidays, social media campaign: This went live on the 1st of December which features holiday themed Gaslamp content, offers, and merchant content.



I have another campaign, The Elf in Gaslamp Quarter. Did interactive content with our audience with the elf. Creating content all around the neighborhood and working with merchants to create original content. Also, helping merchants by doing photoshoots and video content.

**Michael Trimble:**

Great job Alma thank you.  
All right, David, keep moving.  
We are working on a few projects. I wanted to highlight.

This is a one pager that we discussed a few months ago. This is going go out to all the merchants outlining what does the Association do for you. In case people didn't know how hard our team works to help promote the neighborhood we put together this one pager that will go along to let people know who to contact, what we've done, and what are the plans for the future.

Also, the Associate membership and Friends of the Gaslamp Quarter invoices are going out next week.

Curbside Gaslamp is going to happen in 2021. We have our permit in the city and we're working through the process of getting it approved.

Any questions?

All right, I'm going to send it over to Wayne, because he's got a big announcement and I'll let him fill you all in.

**Wayne Partello:**

I gave my notice to the Padres and it was probably is something I've been working on for a couple of years. I started a new business with my new business partner.

I was formerly the vice president of marketing for the Padres and we decided to take the step to start our own venture and we are excited to launch that project.

I've had a good conversation with Michael about my commitment to continue to help the Gaslamp Quarter. We are working with some brands and some companies here in San Diego.

I'm excited if all still have me. I'm excited to be here and try to help as much as possible. I want to help bring back as much business to the Gaslamp when all this is behind us and keep supporting all the amazing people on this board, and all the amazing members throughout the community.

**Michael Trimble"**

Yes, excellent Wayne. We talked and what Wayne is doing by representing merchants in the Gaslamp Quarter, he remains eligible to continue serving on the board for the next year helping us with our marketing efforts.

I want to wish everybody a happy Holidays. Whether you celebrate Hanukkah, Kwanzaa, or Christmas, it's been a pleasure serving you guys this whole year. If anyone needs anything between now and the new year, please reach out to the office.

Next meeting is January 20th for the Executive Board, an 27th of January for the full board.



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**MEETING ADJOURNMENT** – Michael Trimble adjourned meeting  
zoom meeting ended: 1 hour 34 minutes.