



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, January 27, 2021 | 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 Howard Greenberg Sara Arjmand Rick Jefferies Sumeet Parekh Jim Shaw Wayne Partello Michael Georgopoulos	Kim Shattuck Aron Langellier Sumeet Parekh	Michael Trimble Alma Ascencio

- 1. Call to Order – Directors Present**
Dania Duke – 18 Directors present

Zoom

- 2. Minutes approved by: Executive Board- All in favor Pam, Laurie 2nd**

Dania Duke:

Good afternoon everybody.

Welcome this afternoon on this sunny day, thanks for so many of you joining today.

It is awesome to see the great attendance.



We have some great guest speakers today, Council member Stephen Whitburn. We are excited to have you here.

Thank you so much for taking time out.

Stephen Whitburn: City Councilmember District 3

Thank you, happy to be here.

Dania Duke:

Thank you, so with that we will go ahead and kick off our meeting at 3:32 PM and I will turn it back over to Michael. Thank you.

Michael Trimble: Thank you.

I am going to share my screen with you.

Thank you all for coming to the January Gaslamp Quarter Association Board of directors meeting.

Happy to be back.

Got a lot of exciting things happening in the Gaslamp.

All right, is there any non agenda public comment?

If anyone has anything you would like to say to the board?

I would like to introduce our new Councilman for District 3 Council President Mr. Stephen Whitburn, welcome. Thank you so much for coming.

Council Member Stephen Whitburn: Thank you Michael. It is great to be here.

I really appreciate the invitation. Happy New year everybody. It is great to see everyone.

Thank you for everything that all of you do to.

Not only contribute to the economy in District 3, which I represent, and the entire city, but also to improving the quality of life.

I mean, obviously it is so important, and you know that District 3 includes downtown. It includes Balboa Park and the neighborhoods all around it, the urban core of our city.

By priorities, I am pretty sure are like your priorities.

High on the list is ending widespread homelessness in our city. We I know it is a particular issue in the urban core, the widespread of homelessness, will it ever be solved to 100%, but there is no need for homelessness to be as rampant as it is right now. In San Diego, I believe as we add new ways of outreaching to the unsheltered population as we add new housing, which I think will be coming online as we add new forms of housing. Through



tiny homes and modular housing and such, we will be able to get more of these folks off the streets and sidewalks and into housing and connected to the services they need. So that's a very high priority.

I think we will make good progress on that. Housing in general is very important not only for people who are currently unhoused. But for working professionals who struggle with the high rent, so that is another big priority in District 3 and the economic development.

If we are going to afford all the things that we want to do in San Diego, we must have the resources to do it.

As you know, the city has had difficult budgets for many years, so we are not going to cut our way to prosperity in this city.

The easy cuts in the city have been made in the budget. My phone does not ring off the hook from people asking for a tax increase.

I do not see us raising money that way anytime soon. So really, what it is going to be is growing our tax base and ensuring that our businesses are thriving. And of course, that ties into the work and efforts that you do every day. So, your success is District 3 is San Diego's success. So, I am very interested in that.

Supporting your efforts every way that I can, and I am able to be helpful in this role. I chaired the city's land use and housing committee. I am the vice chair of the Budget Committee.

I also serve on the public safety and Neighborhood Services Committee, as well as the Rules Committee, which has to do with ballot measures and similar things.

I am the mayor's alternate to MTS the MTS board, which obviously has a huge presence here downtown, as well as to the League of Cities, which is a lobbying arm of the city used to the state to get state legislation that will help us in the cities.

I can only imagine what the past year has been like for you and then the struggle with all the restrictions and hopefully the mayor's announcement will start to loosen some of those restrictions, and you will be able to get back in business. Those of you who have been affectively.

out of business for the past year, one thing that I did that hopefully you will find helpful is I proposed capping the delivery fees that those third-party app-based delivery services can charge to restaurants.

Mayor Gloria shared my concern about the high charges that we were seeing in San Diego for that ranging around 30% and in many cases, and so those fees have now been capped at 15%, with overall fees being capped at 18% from those delivery services.

A few weeks ago, the City Council signed or approved an ordinance that allows restaurants and fitness operations in places of worship to operate in the City Parks. So, there may be opportunities for some businesses to take advantage of that. And then, as you may have heard on a permanent basis, going forward restaurants will be able to operate and serve diners in private parking lots.

So, there may be opportunities to take advantage of that as well. And I look forward to your ideas on other things that the City Council can do.



I am excited about the Gaslamp Promenade effort. I know the mayor supports that and I am eager to play a role in helping bring that to fruition. I think it is exactly what we right now.

I had a conversation earlier today with the tourism marketing authority. About the need to open more meetings to get more meetings downtown, so that we can get customers into our restaurants and other businesses.

The homeless shelter in the Convention Center, I think has been a great service in recent months. Obviously, we need to turn that back into a Convention Center as soon as we have those meetings and conventions coming back, and I am committed to being a part of the solution there, so there is obviously a lot going on and I would be pleased to answer any of your questions or hear your comments. Now that I am representing you and serving you in District 3.

Michael Trimble:

Would anyone like to ask the Council member or a question?

Laurel McFarlane: I would.

Council Member Stephen Whitburn: Laurel hey Laurel, how are you?

Laurel McFarlane: Hi Stephen, how are you?

Council Member Stephen Whitburn: It is great to see you.

Laurel McFarlane: You too, so obviously you know we are part of the event industry and it has been devastated and not only the meetings, but the nonprofits and we've started a coalition.

I know Todd mentioned events being a priority. And just like sports, there is a difference. You know not everything is Festival's. Is that something? You could also help us with or sit down with us to talk about?

Council Member Stephen Whitburn: Absolutely we need address this as quickly as possible and as safely as possible. I mean, just in terms of meetings, California is the only state right now that is not allowing meetings you know of any sort. I look forward to exploring that in terms of events. You know, I do not know what other states are doing. I know there are safe ways to do these things, so I absolutely look forward to meeting with you and seeing what we can do because the more we can start getting the economy open again, the better it is for everybody.

Laurel McFarlane: OK, thank you. so, reach out to you.

Council Member Stephen Whitburn: Yeah, and just so everybody has our contact information, I will give you our contact information because you can feel free to reach out to our office at anytime. The phone number is 619-2366-633 we have an entire staff here that is at your disposal and my email address is stephenwhitburn@sandiego.gov It is all one word at stephenwhitburn@sandiego.gov. Also, Emily Bonner, who is a policy advisor and an represents the downtown area and some other neighborhoods, is here with us and she is always a resource and does a tremendous job in connecting this office too. Concerns and that is what we are here for.



Laurel McFarlane: Thank you.

Michael Trimble: Wonderful, I just a quick question regarding meetings in general. I know there has been a reduction of the sales staff at the Convention Center going out and selling San Diego as a spot to host conventions.

Have you had any discussions with the Convention Center about what their plans are for the future of how we can get the convention center back open?

Council Member Stephen Whitburn: I am not sure that I have had a conversation directly with the Convention Center about their plans. I do know that there are long term sales staff. It needs to be supported and I support having that long-term sales staff be engaged because we need to be booking. Not only you know as getting as much short-term meetings and events as possible, but also booking that long-term business as well because right now it is going to other places.

Michael Trimble: Yeah, so that is a big that is a big issue.

Laurel McFarlane: You know, Steven, I do not think you are more aware probably than anyone just because you are amazing as the executive Director of pride. But I do not think people understand the lead time. So, for events and for meetings and would not knowing a lead time or when that is going to send people to other cities.

Council Member Stephen Whitburn: I mean, yeah, you are right. I mean for San Diego pride, I mean that does you as you know, I mean, it starts a year in advance essentially, and a lot of these events do, and so we have got to be giving people certainty right now about what we are doing. And I understand that. Obviously, you do and whatever our office can be doing to. Nudge on that, I think is really important because Yeah, I mean there is so much potential for downtown and obviously you know the pandemic has been a blow, but I mean, I am really eager not only to get past this but to see downtown achieve potential both from a tourism standpoint but you know, we've got all these life Sciences. I mean, you know there's so much business coming into downtown that is going to be terrific, and I really want to be a part of helping to accelerate that.

Michael Trimble:

Awesome, awesome. I know that I did not see Britney Bailey on the call yet. I know that last year Steven we worked closely with the mayor's office and Brittney. We spoke about 5th Ave becoming a No ride zone for scooters and having them parked outside of 5th Ave for safety reasons.

And I know we got to it to be a slower area, but we are looking for scooters to come off completely on 5th Ave. I am hoping your office can help us continue to push this issue. Just like what are your thoughts on that.

Council Member Stephen Whitburn: Well, I have shared the concern to many people about the lack of regulation on the scooters and you know we do not have the resources to enforce those rules. You know I live downtown; I just live blocks from the Gaslamp and I am not really thrilled, but I'm walking on the sidewalk and I have a scooter go by at 30 miles an hour and wonder what would have happened if I had taken a step in the wrong



direction. So, I am very interested in it as a priority to me to make sure that we have got those scooters under control.

My sense is that you know that has tamped down a little bit, just due to the situation, but as tourism ramps back up, we are going to have to keep a close eye on that, so I'll share your interest in really making sure that those scooters are not a deterrent to people's enjoyment.

Michael Trimble: I think there was supposed to be a City Council item about the renewal of the scooter companies contracts with the city, and we asked to have 5th Ave omitted from scooter operation, so I do not know if that has come and gone or is it on the schedule? For the future?

Council Member Stephen Whitburn: It has not come on my watch and I have not seen it on agendas. I will watch for it. Off the top of my head, it sounds like a great idea and that would be tied with the promenade, I'm assuming.

Michael Trimble: Yes, absolutely.

Council Member Stephen Whitburn: Yeah, so I mean that just seems to make intuitive sense to me, so I will watch for that.

Michael Trimble: Awesome, thank you Steven. Anyone else have any questions? For our council member.

Council Member Stephen Whitburn: Well, please feel free to reach out at anytime you know you are paying our salaries. You are paying for this staff as well. Abuse us. We are here to serve you and look forward to working together.

Michael Trimble: Thank you Steve, and I really appreciate your time coming to join us here today.

Council Member Stephen Whitburn: You bet take care, thank you.

Michael Trimble: Thank you, thank you. All right, so let us just jump right into liaison reports. I see Captain Grubbs. I am going to hand it over to him to give us an update regarding PD and all things regarding safety of the Gaslamp Quarter Welcome.

Liaisons reports:

Captain Grubbs: Hey, happy New Year to everybody. I want to welcome the new Council Member Stephen Whitburn to Central division. Look forward to talking to you. I will place a call into your office this evening schedule meeting for the time of your convenience that need to report the level of civil unrest has really dropped off since the inauguration.

The number of contentious demonstrations we were facilitating has really been reduced. We are back to facilitating peaceful demonstrations where people can exercise their First Amendment right, which takes a lot less resources which allows us to put a lot more resources back into service. You know, addressing calls for service. Criminal activity the different traffic complaints. Keeping our pedestrians safe and then addressing a lot of the loud vehicle exhaust concerns and things like that. Also include the criminal population in the homeless in the homeless population that prey upon the other homeless, and then some of our residents down there. And I know it has cause problems for our businesses in the Gaslamp.



We just catch up on some notes here. The homicide from 5th and East St.

I appreciate the great communication with Mike Trimble and the rest of the Gaslamp Association. Not only during that incident that suspect was in custody within 48 hours. And it was no stranger danger. They were affiliated with each other through narcotics, and through a past relationship. Talking about the communication with Mike Trimble up through New Years, us being able to talk about the constantly changing code enforcement from Vice and County mental health, what the posture was going to be of the San Diego Police Department. Always start with education first and then if it comes to enforcement, we hand it over to Vice and County health.

Who are familiar with the the constant changes going through each day, but addressing those concerns? So again, we try to make it as palatable for everybody while keeping everybody safe.

And then unfortunately we rolled into another homicide at 1400 G St, next to the Albertson's. I know that is not in the Gaslamp, but it's close enough that a lot of people were concerned. That suspect is in custody again, no stranger danger there that suspect was set up by a witness. that victim was set up by a witness to come to the area, and the suspect was lying in wait for that person so that that suspect is also in custody.

We since stepping away from the unrest, we could have been able to get back to a lot of our bread and butter of police work addressing criminal activity. Theft specifically, also to a lot of the vandalisms and property crime in the Gaslamp, broken windows, and things like that. It is allowed our detectives to work with our officers and not only identifying these strangers who were getting great video from your own security cameras and businesses. In the area or residents taking cell phone footage or snapping pictures of these people, we have been able to go out and make arrests. Unfortunately, with the COVID-19 booking restrictions of frustration with, we are all seeing as we are not able to book these people into jail.

We are notifying warrants were during warrants of arrest for later court dates, but we are not able to put them in custody.

Right now, we are glad to report sexual assaults are down and robberies are down. Unfortunately, I do think that is due to so many of the Gaslamp businesses being closed. Again, I appreciate the spirit of cooperation from all the businesses down there The Gaslamp Association we had central division are always on board for any kind of modifications or changes we can do to our operational posture and the last thing I just want I will touch on before if anybody has any questions for myself.

If you have not heard our Community relations Officer, Marlo Woods. He has been at Central Division for 11 years.

He was recently selected to go to special events so tomorrow's Captains Advisory Board meeting via Zoom at 1:00 PM will be Marlo's last day with us. He has already started with Special events, but he agreed to come back and help us with this one meeting. Officer Larry Turner is a central division officer on SWAT.

Michael Trimble: Thank you, Captain Grubbs.

I have a question about the bike team and their attention to Gaslamp, curbside Gaslamp, which is the 5th Ave special Event Dining program begins so I know that people will be coming back to the Gaslamp Quarter and dining in the streets. I just want to see what the plan is for the bike team to be present; you know. All the time, but especially during the curbside program.

Captain Grubbs: Absolutely. We look forward to having them back in the Gaslamp. They have always tried to adjust their hours to your peak activity. So, with COVID-19 that is where they used to start at 5:00 PM at night work till 5:00 in the morning. They have been coming in more like noon 2:00 PM to be there for the curbside



eating. Their focus will be in the Gaslamp again, we will not have to be following these large demonstrations through other parts of the downtown or the city. They were loaned out to other divisions because they are so effective at crowd control, so the absolute focus is going to be in the Gaslamp and the venues there. We got that up to 13 officers and since I got here in February and one Sergeant unfortunately due to injuries. So, I just had a meeting today with my lieutenants on boosting those numbers up. We are moving one officer over to the bike team starting Saturday to try to get their numbers back up. Our goal is to have two by teams, one dedicated just to the Gaslamp still, but then break another team off.

They can address Little Italy or other parts of Central division. But the focus, the name of the team, is the Gaslamp Enforcement team, meaning their focus is to provide services in the Gaslamp. They do not belong to anybody else but the Gaslamp. But when that when the chief calls to, you know, to move resources, they will go anywhere in the city. Anything else on that?

Michael Trimble: No, we are just excited to have police presence in the Gaslamp Quarter. It is very important.

Stephen Sherman: Hey Captain, I have a quick question Steve Sherman from Elite here. You mentioned that Marlo is moving over to special events, are you guys adding a spot there or is he replacing someone.

Captain Grubbs: Rex Cole

I apologize if I butchered the name Deborah Ghandi also retired, but no, it is not an expanded position. But then I know Debra left a vacancy over there.

Stephen Sherman: Gotcha, cool thank you.

Michael Trimble: Any other question? Alright, thank you so much. Captain Grubbs

Deb Clem from VICE.

Debra Clem: Thank you and how are you guys doing?

At the top of everyone's list is the governor's latest lifting of the state home orders so. That is lifted and restaurants are allowed can serve outdoors. Now indoor seating is still not allowed, but you can serve outdoors and so all the little parklets and patios that everyone set up.

Those are all good to go, just you know, with all the usual rules that social distancing and masks when people are standing up and walking. But yeah, that that was a little bit of good news that we had for everyone this week.

Do any of the restaurants have any questions for me on anything?

Laurel McFarlane: I have a question; it is saying that live performance can happen again. Basically, it says performers must maintain physical distancing from spectators and other performers. Performers who are seeing shouting, playing a wind instrument, or engaging in similar activities without a face covering must maintain at least 12 feet of distance. From spectators' additional modifications for performers may be required by the forthcoming live performance guidance. Have you seen that live performance guidance and I am assuming DJ's, and everything are fine even though they are not listed in this?



Debra Clem: That was brought to my attention. Before everything was locked down there was there was about a week period where we found out people can kind of had modified live performances and then everything went into lockdown. But I do need to do some research on that, and because if that is the case, then as long as everything is outdoors, we can have live performances once again. It is along with those rules applied.

Laurel McFarlane: Is there any way you could do some research on that and see if you can?

Debra Clem: Yes, I will. I know I have Michael Trimble on my email chain and I'll put my email out there but yeah, I'll do some research on that and put out a blast email to everyone today with the details on the live performance issue.

Laurel McFarlane: OK then then I can share it with all the curbside members.

Debra Clem: Yes.

Laurel McFarlane: OK, thank you.

Mikey G: I have a question. And Captain, thank you for your time today Deborah question is. It so is the assumption that if I have an entertainment permit and now entertainment is allowed, can I just have entertainment outside?

Debra Clem: Is far as I know if the permit, or if the health order is worded the same way that the previous one was, then yeah.

Mikey G: So, Laurel does that conflict with the special event permit, and obviously it would be anarchy if you know you had 20 DJs' up and down or or bands up and down 5th Ave. So how does that drive with the with the permit?

Laurel McFarlane: So, this is a special event permit, on the outside of things, so you know we would have to get some guidance, but basically the Gaslamp would rule the permit on live entertainment outside.

Mikey G: So, we should probably put out something before everybody starts booking bands in the street.

Laurel: Maybe people start working together that could potentially be where we could meet. Maybe meet we meet with the blocks and see what the blocks are wanting to do. Yeah, you know that might be a better way versus just telling everybody nothing you know. But maybe there is a way to work within each block. And hopefully as Deborah is getting more guidance for us on exactly what they can do. I just text Natasha from the Office of Special Events and said, what does this mean? Does this mean, like also for craft markets, we can add music in? I reached out to Gary Johnson, the chief Resilience Officer to see what he has to say. Cause obviously on this special event side and just ambient side, this is an exciting moment.

Mikey G: Yeah, it is just I would just add that most at least all the ones I have and the ones I have read most entertainment permits say that you must close all your doors and windows when you have live entertainment, so that would tell me you cannot go outside. With it so I just, well, I do not. We do not want to happen is which generally you know happens.



We interpret one thing and then we have an officer show up in the middle of diner dinner service and he or she has a different interpretation, and we are all you know now we are arguing on the street about what is appropriate and what is not. It would seem illogical to me that you could have entertainment on the street when your entertainment permit specifically prohibits you from having the doors and windows open, but again, I think we just need to get some consistent and clear messaging out.

Joe Santos: Mikey, I agree. If this is still here, I think it is crazy as much as we are an entertainment venue, I cannot see how we would go about this unless we come together and do like a block, music for the Gaslamp, if we all try to do this at the same time no one is going to want to eat anywhere. I am not doing it. No way yeah, I am going to put a DJ in the street or something like that unless we were all getting together, and we figure out budget out and we kind of approach.

Laurel McFarlane: That is why I have reached out to Natasha because it is up to them to. If they add it to our permit then it would be up to the Gaslamp Quarter Association to basically provide the entertainment, not the restaurants because they have the the curbside, they have that section. So that is the Office of Special Events, and they probably do not know anything yet. At this point there is no live entertainment through the week and why we figure this out.

Michael Trimble: That is something we can do for sure. And then discuss with the future.

Debra Clem: By the end of today, at the very very latest tomorrow.

Mikey G: Just a comment not a question. And again, this is just sentiment that I am hearing. I cannot say I do not agree with it, but you know what I am hearing. Is the perception being that for the last several months restaurants operated, you know, open indoor dining throughout this closure with impunity, and so now the questions I am being asked are, well, what rules are you going to follow in this current order? Because they did not, they did not even control the last big ones which were supposed to be closed. So, I think just not that you probably are not already thinking this, but some consistency. With administering the current rules and holding people accountable, what whether it is you know loose or tight, just some consistency, I think will go a long way because people are not there right now.

Debra Clem: I can address that. I know, I know that has been the I have heard that from a few people and I know that is very frustrating. Our enforcement posture has stood is that we are complaint driven. So, every day we get the complaints from the County that people call in on. You know they do the anonymous email or call in on their on their phone. And so, we do our enforcement based on those complaints that come into the office. We do write citations the County issues cease and desist orders on their own, then that has nothing to do with the city. And we also do enforcement on those places that have been issued the cease and desist. That being said, even when we're out doing enforcement, it is largely an administrative process, so we're not going to get into a situation where we're you know, like physically dragging people out or anything like that, so I know there are places that I personally been present at that have been cited, but they've just chosen to stay open, so you know, we don't physically have any control over that, so and I know that's frustrating cause I know what it looks like that no one doing anything but, you know, we are. But there is there is kind of a limit to what we can physically do.



Josephine Jandinger: here I have a question about live music in the Gaslamp and do we know anything about timing? Are we talking about 10:00 PM like Live music is being done by 10:00 PM? I know there is a lot of residents in the in the Gaslamp an and I know we have to comply too.

Debra Clem: It would really depend on the restaurant, and individual entertainment permit. They are not all the same. Some places can serve alcohol until midnight, some until 2:00 AM, and the entertainment permits work much the same.

Alonzo, clean and safe:

Alonzo Vivas: We were able to successfully pressure wash all the area around the area. That is going to be closed for for curbside, so from F Street all the way down to L Street and all the side streets as well. We started super early around 2:00 in the morning, wrap things up around 9 just want to get out of everyone's. We are also cleaning all 16 1/2 blocks of the Gaslamp quarter as well with brooms and everything. Other projects that we have been working on as well is that we planted the

If you guys happen to notice any any additional damages to any of the trees down there, it is just going. It has just been sent us a

Other thing that is going to be happening, I think everyone here for the most part is signed up with their homeless count. Happy to report out for the for the month of December. We had our lowest count in the Gaslamp Quarter. Historically for the calendar year 2020 we kind of 35 individuals in the Gaslamp Quarter. Generally, there is anywhere between 40 to 50 individuals in the Gaslamp.

We just need a couple help on is patios have been a challenge for us in the last couple weeks, you know, and I think it is no surprise to everyone right? A lot of shops are closed. We try to get our staff to go inside the patios and clean them as best we can. I would lock my patio too because I want to keep people away, but it is becoming a little difficult for us to go inside there and do a quick clean up. So, if you guys do notice any of your neighbors that have their patios and there is a challenge if you have their contact information, I am happy to connect with them directly and just have a conversation of how we can kind of help them out. We know there's been a couple of hot spots in the Gaslamp Quarter where we've had individuals with a large amount of properties, so we we rely on the Environmental Services Department to get those taking care of.

Years ago, had a couple lights that were out. I believe that is up between F&G and we did a get a get it done. App request for that as well. Report that the city was able to take care of all those lights. Those are all the updates that I have, and I am happy to take any questions.

Michael Trimble: Alonzo, I want to let you know we did push out the survey last week and we continue to put will push it out again so we can get Gaslamp feedback. And then when it comes to the planning for FY22 and the budget of clean and safe regarding Gaslamp quarter. When is that meeting going to take place?

Alonzo Vivas: You know the budget gets approved ultimately by City Council around June and July time. We must present a budget back to economic development around may, the downtown San Diego partnership does the final approval of the budget around around April time, so we really have between now and I would say March.



Ron Slang: Yes, Michael Ron slang here. I would like to make a comment about our concerns. We are family has property directly across from the Salvation Army on F Street between 7th and 8th corner to the Andaz Hotel in the end.

Confronting a growing homeless encampment around Salvation Army, it has only gotten larger over the month. It is there more aggressive. Drug deals. Threats on people coming in and out of the end. This could be a potential COVID-19 hot spot.

So, I'm looking for added support from the Association to keep that attention with the Salvation Army and by the way we are in close contact with the Salvation Army, although they've not been able to do very much to this point.

Michael Trimble:

Hey Ron, so that sounds like a a PD question.

Captain Grubbs: I did recently receive an email from Lieutenant Tammy who has the service area of all downtown and she was letting me know of a problem down there. Scott Wall was included on that email as all the homeless stuff initially goes to NPD, but it is too big for anyone division to handle.

So Central division is absolutely.

Ron Slang: It is extremely complicated to resolve, so any sort of attention that can be brought to it will be important and helpful, and we will appreciate it. There is yeah, just around the corner on our block. There are at least 100.

Captain Grubbs: Absolutely. Our biggest challenge, and I feel like a broken record saying this and I know you guys are sick and tired of hearing it but our ability to arrest has been taken away from us for all but the most violent of assaults in felonies. The home groups down there and they even listed of the 89 people they contacted. I think two took us up on the offer for services. Two more to partial services. The rest is no thank you. But I agree with you, this is an ongoing concern that needs to be addressed. It is a health concern, and we need to continue to focus on that, so I appreciate you keeping that in the forefront through meetings like this and via those emails.

Ron Slang: Thank you.

Michael Trimble: I am going to call on Marshall Anderson from the downtown San Diego Partnership, welcome Marshall.

Marshall Anderson: thanks Michael.

Good to see everyone Captain Grubbs hit on a lot of what I was going to say, but this is a perfect segue.

I wanted to talk specifically about these incidents related to extreme mental illness and substance abuse. We have seen clean and safe called for service increase over the last year. These issues not only impact us from a public health, public safety, environmental health perspective, but what keeps me up at night is what this is going



to do from an economic development perspective, not only attracting new growth but retaining some of those businesses that perhaps we lost over the last year.

We are putting together a coalition letter thanks in large part to a lot of the comments we have received here from this group in months previous and similar community groups, I feel like these comments in recommendations or echoed pretty frequently across downtown.

We have 10 recommendations to the city and County with regards to homelessness. The good news is, Alonzo and I had a meeting with County behavioral services. They are committing additional outreach workers to downtown, so we are taking some baby steps there. The second is just emphasizing collaboration, setting up a monthly recurring meeting between

all the entities servicing downtown from a service provider standpoint and County BHS, so we are not overlapping.

The third is deploying in triage in mental crisis response units in downtown. This is something that is on the way, which is some good news. We would offer up clean and safe dispatch to help pilot that program so we can get rapid response out quicker the force.

In services that needs to change, the 5th is maintaining funding for programs vital to the cleanliness and safety of downtown, this will. We want to maintain funding for clean SD. That is a program that has been responsible for the removal of thousands of tons of garbage. Encampments if funding is not maintained for that program, we are going to see a severe impact downtown. The second funding ask will be maintaining funding for neighborhood policing division specifically, but really, SDPD.

A District Attorney in Sheriff's Department to ensure we are enforcing all those criminal acts.

The 7th is ensuring the safe release of inmates. Releasing inmates during the daytime hours, not at all hours of night. That way there is a better pathway between jail and existing services. Folks are not going from jail directly into homelessness. The 8th is incentivizing the creation of more SRO's or micro units, not just trying to preserve the existing stock.

The partnership penned a letter to this effect back when an item was taken at the land use and Housing Committee.

We are working through some changes with them, but we wanted to echo that sent.

It is time for other neighborhoods to step up, so unless there is any issues or suggested edits or inclusion, we'd love to work with Mr. Trimble Dania Duke on getting that letter in with some of our other coalition partners.

Michael Trimble: Wonderful.

Marshall and Alonzo. This is a question from Jim Shaw who is having issues with connecting.

His question is due to the pandemic and the shortfall of staffing for the Gaslamp Quarter.

Since you had less clean and safe people working the Gaslamp during the pandemic. You were not repaying these individuals, so we would have a surplus of money to enhance the services. Before the end of the fiscal year, I think that's

Alonzo Vivas: Yeah, so we could. Talk about the services that we are providing and adjust those appropriately. If there is a need us paying directly into the Gaslamp Quarter would not be something that would qualify under our agreement with the city as a reimbursables expense, but we can most certainly discuss our direct services and how we can make an adjustment during this fiscal year.



Laurel McFarlane: You know just a quick question Alonzo. Just because curbside is starting back up, what time are your safety ambassadors working till, so we know.

Alonzo Vivas: Yeah, so we have we initiated 24 hours a day security a couple months ago that still intact, right? Now, if there is a specific need in a specific area, just message me offline and we can make some modifications to patrol.

I know this morning we had additional security folks in the area making sure the area was cleaned for your first launch date, so they are available until I would say 10:00 o'clock when it comes to the the largest shift that we have.

Then after 10 there is two individuals that are assigned for the downtown area.

But if there is a need past 10:00 o'clock to a specific area, just send me an email with the with the location and the time frame we can work something out.

Laurel McFarlane: But Gaslamp, just to be clear is not assigned their own ambassadors right for a time it is all a downtown.

Is what you are saying?

Alonzo Vivas: So, during graveyard between 10:00 PM and 7:00 AM, there is two assigned individuals for the downtown area.

Laurel McFarlane: Is there any way cause obviously Friday, Saturday is crazy and that you know that they could go later into the Gaslamp? Or if we do have that surplus like Jim talked about that we could add some people for the Gaslamp during those time.

Alonzo Vivas: What would be like if you had a magic wand like what would be the time frame that would look like?

Is it until one in the morning 2:00 in the morning? Would that be on Fridays Saturdays?

Laurel McFarlane: Yeah. Yeah, I think if we could just try it on Friday and Saturday and see if that would help you know.

Alonzo Vivas: OK, this is good feedback.

Michael Trimble: So, with, I would like to introduce Rihanna Luna from the Gaslamp Historical Foundation Welcome.

Thanks for being here.

Rhianna

Luna: Thanks.

The foundation is still working online. The museum itself is still physically closed, but we are continuing with our virtual programming. We did a bunch over the fall. We had the fall back festival which we want to thank the GQA for helping sponsor. We also did a bunch of Christmas programming. Will have some more stuff picking up in February.

Our lecture program history talks will restart. We also are celebrating our 40th anniversary as the Gaslamp Quarter Historical Foundation this year. So, we will have some different events going on for that will have a new



virtual event coming up. In March as well, dealing with some of that, our current virtual event or exhibit is on William Heath Davis and you can find that on our website still. We also are looking for new board members and people to get involved with the foundation. If you or anyone you know is interested in history or wants to help protect and preserve the oldest building in the Gaslamp, give me a ring and we can talk about it and how you can get involved with the foundation a little more.

Michael Trimble: Wonderful thank you Rhiannon and thanks for working with Lori to support the holiday pet events.

Wonderful, wonderful, any questions for Rhiannon?

DCPC we have three members of DCPC here. Cindy, Dania, I attended the last meeting. There were no projects that impacted. Well, really was nothing regarding anything Gaslamp related. So, did you have anything else regarding DCPC I can move on to DPMG?

Dania Duke:

No, I think yeah, I think we move on. Michael.

Michael Trimble: Like I mentioned in one of my recent updates.

In the downtown area due to the pandemic, has really devastated the FY22 budget for the neighborhood parking program. Generally, it is about 11 million split between the districts downtown. So, a lot of reductions because of the income being eliminated, so the bond is probably going to be covered by the city's 55%, so that will not be coming out of our allotment. But it is important that we held back some money to continue curbside into FY22, because we are going to have a much smaller amount to work with.

Moving forward so it will not be a permanent thing, but we will have a yeah shortfall come June so.

Well, we are going to move on to the board business like to thank all our guests who are attended, but we are going to be moving into GQA port business at this moment.

Alright, so I am looking for a motion to approve the minutes from the December 9th Board of Directors meeting. Is there anyone who abstains or is it against the motion?

Stephen Sherman: I am going to abstain, and I am going to apologize because I do not remember seeing minutes or anything come across and that could be my end.

Michael Trimble: All the materials for the board meeting Steve were attached to the invite so they went out last week. So, if you if you do not see those in the future, please give me a call.

Approval of the minutes from December 9th 2020. Mikey G, Pam Schwartz 2nd. Passes 17 board members with one abstention, Steve Sherman.

OK, so due to some restructuring in the office for the New Year, David Perloff is no longer a GQA staff member as of January 4th.

We are looking to move in a different direction, and we are working with the RFP for a sales spot moving forward. We are looking at a few applicants and I will let you know how that goes moving forward.



Since Brittany is not here, I can give you an update on where we are with this bollard project. So, I did have a lengthy discussion with her and with the Mobility Department about what are the next steps and how do we get this thing moving forward. Since we do have that 1.5, there are going to find that other one. Other 1.5 to get the DIF money will be allocated directly to us.

The the biggest issue really when it comes down to it is staffing and who will work on this project too.

To you know whether it be within TSW or DSD, there must be a dedicated city person to help this project move forward with engineering and such. Britney specifically, who is the head of this project for the mayor. Is to allow us to go to RFP so we can hire a firm to do the engineering and work directly with the city because we even have a budget line. And I have support from the CRA and a lot of other people that what we need is them to relax that requirement for us to only have city staff work on it.

Then it too is to push Todd in his office to help us get this thing moving and get it off the ground as soon as possible.

During the state of the city, Todd made a direct statement about his support of the Gaslamp Promenade. Move forward so we can have some timeline.

So really, the most important thing is getting people to start working on this project. The redesign or the improvement of what 5th Ave looks like?

Specifically, I know Mikey. You brought up a very interesting idea about you know how to paint the street or do some creative things that way that we could work with Alonzo and Marshall, you know, moving forward, I do not know if you want to, you know, expand upon that.

So, like maybe tell everyone what you are what you were thinking.

Mikey G: couple of things I think are important that we do not wait until we get this big pile of money to do the grand remodel. You know, I know it's been something Howard voiced over the last year or two is that we have to have something done in the interim, and given that you know money is now probably going to dry up for awhile because of the pandemic and the shortfalls to the state's budget, we should kind of come up with some beautification ideas that we can do in the short short term that complements what's happening with the patios and the street side. And I think as you just mentioned with that design. We got to get some uniformity between what people are doing on the patios.

You know, do not want to make everyone spend a bunch of money and change things, but it would be good to get some uniformity.

Michael: We finally got support from City Hall, so that is a huge win.

Howard Greenberg: I want to reiterate what Mikey just said because it is great that Todd supports it, but you're not going to find \$40 million to do it for about 100 years. So, I think that we really need to do we really need to come up with some short-term solutions and follow through with achievable things that we can do.



There is not going to be staff, so I don't mind following through with the bollards, but I would like to reallocate some of that money to things that we can do that will last five to 10 years, which is probably a time horizon on the best-case scenario for doing the for starting the 5th Ave promenade.

Michael Trimble: I mean, I agree, Howard for sure, and that is why I pushed the following project, because that would at least give us an opportunity to close this without having to put so much staff an income behind that project right now.

Pam Schwartz: Yeah, one of the things we talked about is exactly how you went there was that. We thought we should get carrier to come back down so they can see how it looks now with all the curbside dining and see what kind of ideas they can come up with, how we can adapt what is already happening.

Can we get commitment that we are going to get Carrier Johnson out to do an evaluation and come up with some ideas of things we can do?

Michael Trimble: I can ask, are you making a motion or are you asking for a suggestion or or?

Pam Schwartz: Right, I do not know that if it needs a motion or you just need to do it. It is going to cost something, so maybe we should get that buttoned up right now, so we do not have to wait another month.

Michael Trimble: Yeah, because we do have that \$80,000, you know, in the in the budget for.

Howard Greenberg: I am going to tell you that we should not be afraid to spend significant money on short term improvements right now.

Michael Trimble: Absolutely. So, any other discussion?

Motion to spend up to \$5000.00 to have Carrier Johnson come up with some interim placemaking concepts to help 5th Ave- Mikey G Howard Greenberg 2nd motion passes 16 board members approve.

All in favor if you can either raise your hand or hit your hit your hand button. But he was not able to communicate, so motion passes. So, I will get working on that right away and see what we can come up with.

All right, OK, let us move on.

This is just a quick update. The Associate Membership and Friends program that we put on hold for 2020 is now reengaged. We sent out, you know, approximately 55 welcome packages with the letter in a one pager an application.

As you know, I sent out the staff report regarding the insurance and the Directors and Officers Insurance increase regarding why it went from \$9000 to \$32,000. And it is that directly related to the Corey Briggs case that got reinstated.

We were always covered in terms of insurance.

Next...



And so, I've worked out to Jocelyn at the Economic Development Department and they were going to do a small training to bring everyone up to speed on what the Brown Act is and what we can and can't do. And that is going to happen at the March 31st Board meeting.

Dania Duke: I thought it was important, we have a lot of new board members and it's always a good refresher to over the Brown Act. And I think it is good for new board members as well to have that training so that they can be a vital part of our board and you know help continue to elevate us.

Michael Trimble: So, I am working currently on the FY22 bid renewal process. It is a lengthy process that I must go through every year to demonstrate to the city what we are plans are for the. For FY22 the the budget is more of a projection of concepts and ideas, tied to what we are going to be doing. We will be doing our budget for June.

Alright, Curbside Gaslamp we just kind of went over that. What I what I am going to ask is if I could ask for volunteers who would like to join the Subcommittee for the Protocol and the Rules of 2021 and moving forward.

So, the Artisan Market went dark in January because there was no dining, there was nothing going on and there was very low participation for January. So, we are going to start back up on the Saturday the 5th, I believe said no Saturday the 6th.

All right pet holiday promotion recap. So, I am going to let Laurel talk about this, but this was we made money on this little promotion and I want to turn it over to Laurel.

Laurel McFarlane:

Did Gaslamp parade in a modified version following guidelines. At Searsucker we put a step and repeat up there so that you could take your photo. And if you got entered in the contest and could get hotel gift certificates from Dania, did multiple ones. Greystone also did some things, and it was just a way to keep the Gaslamp activated especially for the retailers during that time. And we did get a few TV spots. Ended up making about \$1200 off the program, but the big thing was that it got people moving around and coming down in the Gaslamp.

Michael Trimble Alright, so in conjunction with the holiday event, we did the Gaslamp Gift Grab which was something we came up with Laurel. We worked together to make it happen to support the retailers during that time frame that week before Christmas the 18th through the 24th. We had 17 retailers participate. We purchased gift cards so because we co- promote the parking structures, so we were able to purchase gift cards from 17 restaurants.

During that week, cannot say we were responsible for all this money. I mean, it did make a mid-make difference on pushing people over and shop in the Gaslamp, so about \$65,000 was spent in that week during our promotion. So, I want to make sure that we do this in the future will.

Alma Ascencio: Gaslamp Howl-Iday Paw-Tay Recap: Facebook Event Response Ad: The cost per cost was low which reached more people and engaged at a lower cost. Instagram Engagement Ads: Created 3 ads- with a total 201 link clicks to event registration. Collaborated with influencers to promote Howl-Iday event. A total of 15



social media posts, and over 20 stories. As well did a doggy correspondent stories the start of the Howl-Iday Paw-Tay while featuring retailers and takeout. I collaborated with influencers to spread the word about the Howl-Iday Paw-Tay. Shared audience content on our social media, and always included a call to action to our website or register link.

Gaslamp Gift Grab: Created interactive graphic promoting Gaslamp Gift Grab. Created daily stories promoting Gift Grab, with a call to action to participating retailers list. Collaborated with influencers to share Gift Grab promotion graphic. Shared retailers' content throughout promotion. Communicated with merchants post promotion: 90% of merchants were happy with promotion and satisfied with results.

January's focus: The Narrative: Gaslamp is open. The focus was promoting takeout/delivery and Gaslamp Quarter overall. Maintaining a relevant and consistent presence in the digital realm. Consistently promoting merchants' content, as well influencers content. Daily stories featuring interactive content that our audience was able to participate. Maintain an open communication with audience answering every comment and direct messages.

February's Focus: The Narrative: Gaslamp is open for outdoor dining, hotel leisure, retail, and takeout. The focus is to promote Outdoor dining, Curbside Gaslamp, staycations, etc. Continue to emphasize health protocols: wear mask, 6 feet distance, etc. Create outdoor dining content, visit restaurants, hotels, retailers and create original content. Collaborate with influencers to help promote Outdoor dining. Continue to promote Gaslamp as the destination to visit. A blog on the website in the works: to promote new restaurants opening, weekly post promoting Gaslamp content, and guest writers: influencers writing a Gaslamp restaurant blog post.

Michael Trimble: So just looking at what we have now, we have a place making budget within the partnership Clean and Safe budget and we spent some on install of the decor and the lights, so we have \$6000 remaining. In that budget and we have \$22,000 in FY22 budget. So, what I would like to do is I would like to have a discussion with everybody and give them commitments of what we want to do with that money. So, we can make sure we can add that to our plan for FY22. So, whether it be working, you know with the carrier Johnson Concept or you know, working with something that you know for the window clings, or things of that nature we want to spend the \$6000 before the end of the year.

Talk about what we need to do.

So, Dania, do you have anything to add about regards to that?

Dania Duke: Yeah, thank you. I think we all agree they do a great job for us. That said, there are a lot of opportunities an oftentimes you know it is a reactionary type of a situation.

As opposed to being proactive, and so you know, I am focused on having weekly walkthroughs with them, particularly a fifth avenue, our side streets, as well as making sure that we are getting the power washing done and there is accountability. So that is really my focus and I want to make sure that you know if there are saying that we have this place making budget of \$22,000 that we are really getting our money's worth.

And I think you know we will be able to have more accountability moving forward. Thank you, Michael, for making sure that I am involved in that process.

Michael Trimble: Absolutely I know Alonzo is still on the call and I gave him our commitment that we would give him the direction of what we want to do, spending with placemaking so it makes it easier for him to budget.



Open if anyone has anything that like to add regarding this, but please do send me your thoughts. Let us move on.

Alright, I guess we are done, so last thing is our next board meeting our Executive Board meeting is Wednesday, February 17th and the Board meeting will be on February 24th. So, I was going to open it up for any comments towards the end of the meeting. And if not Dania, I am going to hand it back over to you.

Dania Duke: All right, thank you. Thanks for everybody joining us today. We will adjourn our meeting now at 5:36 PM. Thank you for joining and we will see you on Wednesday, February 17th for our Executive Board meeting and Wednesday 20 the 24th of February for the board meeting, thank you.

Michael Trimble: Thanks everybody, have a great night.

MEETING ADJOURNMENT – Dania Duke adjourned
zoom meeting ended: 2 hour 07 minutes