



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, March 31, 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 Michael Georgopoulos Laurie Peters Pam Schwartz Nathan Wing Carlos Becerra Stephen Sherman Dania Duke Jeffrey Burg Aron Langellier Sara Arjmand Rick Jefferies Jim Shaw Kim Shattuck Wayne Partello	Sumeet Parekh Joe Santos Howard Greenberg	Michael Trimble Alma Ascencio

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

Zoom

- 2. Minutes approved by: Executive Board- All in favor Mikey G, Wayne, Kim, Pam, Dania...(seconds)**

Michael: Welcome to the March Board of Directors meeting the Gaslamp Quarter.

I've taken role and we're going to start this meeting right off. Is there any non-agenda public comment from anyone who'd like to speak for two minutes prior to?



So just to let you know due to the Cesar Chavez Day, San Diego Police Department cannot attend today's meeting. We're going to discuss DCPC, and PMG later in the meeting, which will be more appropriate to certain things that we're going to cover.

I want to introduce Joycelyn Maggard, she is the business development specialist for the Economic Development Department for the City of San Diego. And she's going to give us a little update on the Brown Act. Just a very short review of what the Brown Act is and what it means for organizations like ourselves. Also, Michelle Munoz from economic development is here as well. Thank you both for taking time out of your holiday too.

Joycelyn Maggard: My name is Joycelyn Maggard and I have been working with the bids with the Economic Development Department for about 3 years now. I told Michael we would come and help out and I'll let Michelle go ahead and introduce herself.

Michelle Munoz: Hi good afternoon, my name is Michelle Munoz and I work with Jocelyn Maggard with the bids. I'm actually new to this section. I recently transferred over about a year ago when this whole pandemic happened, and we had to abruptly leave the office. But I come from CDBG and prior to that I worked for the former redevelopment agency. It's very nice to meet you all and I look forward to working with you in the future.

The Brown Act is named after an assembly member from the state of California, Ralph Milton Brown and the law is known as the California Sunshine Law or in a kind of a nickname for it, but it's not a new it has been around since 1953.

Just updates as you know new things come into fashion. The purpose of the law is open government transparency. The point of the meat of the law or is to make sure that meetings are open to the public. Like that they are held on a regular schedule, so you guys have meetings once a month on the same time. Same day of the month. They are noticed by a public agenda 72 hours in advance and as board members you probably aren't aware of all that you know backroom magic that Michael does. To make sure that these are things are all met that your meetings are posted 72 hours in advance. And that you may only speak to noticed items, so I'm sure over time as you've been on the board.

To reiterate the rules for public access that they are open meetings are open to the public and on a regular schedule. You know the public isn't having to you know guess when your meetings are, they can just easily recall and that they have 72 hours to be aware the meeting is happening. All right, so next is a definition of what a meeting of your majority is and so how big may ask is your board? How many people are on your board, but how many people per your bylaws can sit on your board.

Michael: There could be 22 at the most

Joycelyn Maggard OK. One makes a majority of your board and so and then other thing too, is that if you guys are down seats or you guys don't have a full board at any time a quorum is always the majority plus one of how many seats are available, not just how many people are on the board.

You could have what's called serial meetings, which is where you have created a meeting outside of your standing meeting. Serial meetings are meeting outside of a quorum due to having things such as emails. If you go and have an email that Michael sends and you someone replies all and you start talking about it, well now you've just broken the Brown Act because you've had discussion outside of a posted agenda is meeting of likely a quorum of your board. However, if a quorum of your board is at a conference, you know I'm trying to think of a conference that you guys might all go to, but a local public meeting or another meeting of another body. So, if you guys all show up to City Council that's not considered a meeting if you guys are all talking at that, or say you know you go to a new unveiling of something in the Gaslamp and you're all there that would not be considered a meeting this next point though. So, what it used to be



with teleconferencing is that you had to post agendas wherever anyone was teleconferencing. Plus, that place had to be open to the public, so no one could teleconference because you aren't going to open up your house or your hotel room where you're teleconferencing from to the public. But now that once we had a safe emergency declared by the governor, that's when teleconferencing became available to the Brown Act. I don't know what that holds for the future of the Brown Act, so, but right now we are not breaking the rules of the Brown Act by meeting virtually.

Michael: Jocelyn, there's a question from Pam.

Pam: Quick question on the emails, and is it legal to have email communications if we don't have a quorum of the board on the email chain.

Jocelyn Maggard: Correct, so as long as you're underneath the quorum, but be careful and I will get to this later of kind of stuff going if you were to send something to the board and that or to a few members and then they may talk to the another member. So, between a board member and another person and one other person so you guys go out to coffee or something like that not a meeting, but maybe that email comes up, and 4 people are now involved that's now a quorum and you guys are on an email chain now.

You guys should always use Michael or another staff member of the GQA because they can then disseminate that information.

Michael: Question Jocelyn so when I'm communicating to the board on a weekly basis is it proper to be CC as opposed to CC everybody? Is that generally the case?

Jocelyn Maggard: Yeah, it just it takes away that accidental CC replying all which can sometimes cause a problem. That's it's more of just kind of like a safety mechanism on there.

Michael: OK, noted thank you.

Jocelyn Maggard: Yeah, and so here's just some different types of meetings, so we have your regular meetings. There's, that's what we're at right now, so that's when you need to have your quorum everything posted 72 hours in advance.

A special meeting can be called by your chair or a majority of the board, and that just has to be posted within 24 hours. The board members need to be notified in writing so that way you can make sure that they all have time to get there and be aware of it.

If a member of the media contacts you about this special meeting, you have to give them that information of the emergency meetings.

Not necessarily a type of meeting, but just each meeting needs to be accessible to the public under the Americans with Disabilities Act and that could mean that you have the ability to provide things in a different format. The other thing that used to be pretty related to this was that you needed to be in a location that was accessible to all members of the public. So, if you had stairs with no elevator, that would not be a meeting that's meeting the Brown Act requirements.

There is three of the four are subject to the Brown Act, so something I probably should have mentioned earlier is really the Brown Act and the open and the transparency always rules like if you're ever questioning whether or not you should, you need to follow these rules. You probably do, but in one case where you don't have to be subject to the Brown Act is an ad hoc meeting under a quorum of your board. So if you have less than a quorum of your board meeting for a finite like sun setting type of purpose, so I'm trying to think of an example for Gaslamp, but you have that Comic Con is now



happening in November and you need to figure out what that's going to look like that's something that you guys could set up, kind of like an ad hoc little group to discuss. And then once Thanksgiving's over. And that's never happening again. You guys don't meet anymore. However, most bids and I know you guys have standing committees that would normally talk about those things like your events committee is going to meet regularly, and even though you aren't having some, possibly a quorum of your members. You are still meeting regularly and your agenda using it, so that would be subject to the Brown Act.

Any questions there?

Close session: You're probably going to come to very few examples of something in your meetings where you're going to have closed session or where you can have closed session, but it does allow for personnel. That's a big one. And then you still have to allow for the public comment to happen before you go into closed session. So, you would have like your regular meeting have on your agenda that you're going to go into closed session and then come back out of closed session and reconvene as your board.

Agenda: include the date, the time, the location of the meeting. So, you're going to put a description of what it is that you guys are talking about, and then you're going to put if it's an information item or an action item, so that way the members of the public know if there's going to be a vote that might be important to them to want to speak out before votes made.

This information needs to be posted where it is freely accessible to members of the public, The website, is always a good place and a mandatory place to be posting these things and then we used to require that it be posted somewhere like in and out facing window or a library or somewhere where someone could just walk by at any time.

I just mentioned posting your stuff on your agenda online. This was actually an update to the Brown Act only in 2016 that required for the information to be posted on a website and then the other part that they added is that it has to be at what they call a direct link, so somewhere on the website there has to be just a place where you can click and get to the posted agendas.

The public has rights to your meeting: They have the right to comment on any matter within the board subject matter purview jurisdiction. So, like when we started, and you allowed public comment and then to comment on items prior to any action. And then they are allowed to record your meetings. I know now with Zoom the that kind of already happens anyway, but we do allow people to come in if they want to with their camera phones.

Documents public: Have access to any of the GQA documents, so that includes emails, it could be emails that the board members are copied on. They should be available for public inspection. Now a lot of your documents are required per their contract with the city to be on your website. And once again, the public has the right to record the meeting or take photographs. I encourage everybody just to take a quick Google search into the Brown act if they're curious.

I didn't put it in the presentation, just because it can be a little convoluted, but be careful with social media as well, like all that stuff really does end up becoming communication so I would just be mindful.

Michael: So Joycelyn there's a question from one of our members. Our recent group texts about various issues in conflict with the Brown?

Joycelyn Maggard: Yeah, it depends on how many people are in there, and then if someone else then maybe spoke to someone else about it that's not in the group text, but not only is that could end up violating the Brown Act then also those texts can be PR or can be part of Public Records Act requests.

Mikey G: I have one question. So, what is our quorum number?



Joycelyn Maggard: You have 18, so it's 10.

Mikey G: but you said it's the number of available seats.

Joycelyn Maggard: you said you had 21 or 22 seats available 22 so it's 12.

Michael: 22

Mikey G: Is that the number that we've been using Mike? I feel like we've been using a different number.

Michael: We've always done that; is the number we've been using.

Mikey G: Oh, OK good.

Joycelyn Maggard: Sometimes if we didn't have quorum, we thought that you could still hold a meeting and just not do any action items, but it's actually you cannot hold a meeting whatsoever if you don't have quorum.

Mikey G: We should probably I was curious should we just reduce the number of seats available, then because we're unnecessarily struggling to get to quorum then because we have 3 seats or 4 seats that are always vacant.

Michael: We can make an adjustment to come to the bylaws with easily voted on. That's something we can do. Pam, you got a question.

Pam: If we have an email chain or a text chain of a bunch of us and it's not really GQA business, it's more as an example during the riots. We were sending texts to each other about anticipation of issues that night in downtown because most of us have our businesses downtown. I don't necessarily consider that GQA business.

Joycelyn Maggard: It's so much like the business, as much as it's a quorum of the board meeting and discussing topics that.

Aron: I mean, if there's people that are just other business owners too, I don't think it was ever just board members. It's more of a communication of area.

Joycelyn Maggard: Right, yes, I, I think once you're factoring in all that and kind of fall under the example of you guys are all at a community event together. But, definitely like always air on the side of caution. There's always grey area and I'm not an attorney.

Michael: Thank you so much for giving us a refresher on the Brown Act. It's something we haven't done in quite some time, so gave us a few things to correct and make sure we're aware. I really appreciate it.

Does anyone have any comments for Jocelyn or questions?

Joycelyn Maggard: If you guys ever have questions, send them to me or Michelle actually you should send them to Michelle, but you can also CC me. And we'll send them to our attorney. If there's any question on anything, but it's likely it's likely going to be within Brown Act.

Michael: OK, great thank you. I appreciate all your time.



Joycelyn Maggard: Thank you for having us thank you.

Michael: OK, so we're going to move on to the business of the board consent item. The approval of the Minutes from February 24th. The Board of directors meeting. I'm looking for a motion to approve the minutes.

Michael: And who would like to make a motion.

Mikey G: I can do it, Mike.

Michael: All right, Mikey G and I get a second? Wayne second all in favor. Aron, OK Laurel, Kim, Sara

Any abstentions? Jim, are you abstaining? OK, motion carries. Thank you, guys.

OK, moving on to the next item of business from the Convention Center in its current state of affairs, I wanted to bring everyone up to date.

The Executive board met and we discussed what's going on with the unsheltered minors coming from the boarder and are coming to the Convention Center for Assistance and so there was a request to write a letter to the mayor and to the supervisors. And so, with things that are going on I wrote this letter. There's a lot of discussion about the letter when it comes down to it. I got a call from The Restaurant Association and basically the two points that we really wanted to make sure that the numbers of positive Covid cases were not rolled into the San Diego's weekly case number. And also, the fact that we want to make sure that we get back to convention business in August. So today speaking with Chris Duggan at the CRA, he made mention that since the feds are running the facility at this point that those numbers will not be taken into consideration for our weekly numbers, so that was definitely eliminated.

And the second point was in regard to getting the Convention Center back to operating. I called directly today to get an idea of where we're at and what are our roadblocks right now. And so he told me that the mayor and our supervisor, Nathan Fletcher, are not the issue. They're not the roadblock to potentially not getting back to business. It's more of the governor and the fact that we don't have any guidance for large conventions. Being in the yellow tier, we can only do private events for 200 people and this green tier that is supposed to be released sometime within next two days. I hear next week they should give us some guidance on large large meetings so the end date of this operation is the 15th of July, which would give us time to be ready for the August convention that's on the books, the problem.

So if we don't have any guidance, we can't have these conventions. So, if we're going to communicate with anyone, we would be the governor's office to make sure that we can have those meetings.

Laurel: Can I can give you a tiny update on that. So basically, there was guidance that was coming out that wasn't going to include private events and conventions and meetings. The guidance is coming out and they were together at some point conventions and meetings got pulled out of the private event guidance, so the private event guidance is coming out basically when you get to yellow, and you can have at the Max 400 people, but you have to prove either vaccination or negative test. Otherwise, it goes all the way down to 100 people. So, speaking with Gary Johnson yesterday said why isn't conventions and meetings in there and they said Well, we're pulling it out, but at this point the guidance for conventions and meetings is not going to be at the top of the pile right now because we're trying to figure out what the green phase means for all the other businesses and what that means in regards to capacity. So, conventions and meeting guidance is going to be dropped to the bottom for a little bit until they can figure out these green Tier and what that means to everyone who is currently opened.



Michael: Also, the information I got there's a California Convention Center coalition that has been meeting for about 10 months and pushing the governor for these regulations to come out. And I know that the State Lodging Association and the State Restaurant Association are also behind.

I don't know Dania if you have any updates from your end being the chair of the Lodging Association, but it seems that we really don't have any clear timeline?

Dania: That's true, we don't. We don't have a timeline. So, the window is closing for sure.

Michael: I think there's a possibility of the collective letter that goes to the governor from all these organizations to stress the importance.

Dania: Yeah, I mean, we're working with the tourism authority, with the California coalition with the California Lodging Association. Everybody, so if if everyone wants to put together a collaborative letter, we could certainly do that.

Laurel: They're struggling, I spoke with the head of government affairs for the convention and exhibitors the other day and they haven't even been able to get a meeting with the head of the California Department of Health. I was able to get ahead with our meeting our central bank coalition with Doctor Thomas and all of them and quite frankly we've made more inroads than they have at this point with getting meetings with the Department of California health. For whatever reason also when we talk to them one of the biggest things they say is how are you going to keep people apart even though you have masks that's one of their biggest things so we're still pushing but I went through everybody. We've talked to all the elected officials and quite frankly we've made some more inroads. So, we had talked about doing a letter with all our coalitions added to it to try and put the pressure but it's not from lack of anybody, sending bajillion emails and phone calls.

Pam: One thing is, you know, I don't think we should let the city and the County off the hook that easy. Yes, the decisions being made by the governor. But the city and County should also be fighting for it and fighting on behalf of us with the governor and same with our state representatives. So, I don't think we should communicate just to the governor's office. We should communicate to all those people.

Laurel: So, we've set up multiple meetings, we've talked to Chris Ward. We've talked to Lorena Gonzales. We have another meeting with another senator. We spoke to Senator Weiner's office; we've talked to every supervisor. We just keep going back around and sending them more e-mails. I also have all the emails of the Department of California health so every all the way up, so whatever you guys feel I'm more than welcome to share my contacts.

Michael: That would be great. That would be most helpful.

Michele: Also if they can handle the homeless in their Convention Center effectively and they could do this intake center, they could definitely handle a convention. But I also know the city was paid \$70 million to take on this responsibility. The city and the county are behind the July 15th date and told the feds that is the case. So, the feds are actually looking for a better location to relocate after the 15th so that's really important to make sure that does happen so.

Well, good, well that's kind of the update, so I'll be working on our revision of the letter to to the Governor and I'll be reaching out to you we can work on getting the letter to the right individuals, I mean, probably could even be business owners themselves. You know, sending pressured letters to the governor.

Laurel: Could all the bids? Michael because conventions you know they go all over and also our community. You know we represent outdoor community events, but all these bring businesses to this mixed-use space.



Michele: We discussed it on our last Bid Alliance meeting, where we had the mayor on, and he basically told us that you know he's in support of bringing conventions back and bringing conventions back in August. I can make a request to the alliance to also at least sign on to this letter.

Laurel: Also, you also add the outdoor community events because those also help our businesses.

Dania: I think to your point, we can do a letter writing campaign and Michael, I think we draft a letter that can come from business owners and they can fill in. You know their own info and and do their own wet signature and we can have everybody copied on it that we want copied on it, and it'll make it easier for all of our members and our business owners to do that. And then secondly, I think we need to send a letter to Wootton and copy Fletcher and Todd regarding the curfew. I mean, it's really ridiculous that we're one of the last counties that has a curfew. And that's Wootton's decision. So, we've got to get her off that. And that's something I know that Chris Dugan and and the RA will support too.

Michael: All right, anyone else have any? Comments regarding the Convention Center. So just to let you know, I've reengaged formula marketing. Who was the the second runner up in the gaslamp.org redevelopment. And we sat down and discussed it with Sara, Laurel, and I yesterday about timelines, pricing, maintenance and things of that nature.

Clearer direction by next meeting. I don't know Sara if you want to say anything or Laurel about our meeting yesterday, but we were excited about some of the ideas that Sara brought to the table.

Sara: Thank you so much Michael. Yes, it was a pleasure meeting with you and Laura yesterday. I'm excited. I feel like the gaslamp.org website is underutilized. So definitely redoing the website bringing up to speed given all the plugins that it needs to move. Make sure the speed is up to date it takes a while to load, but overall, it will be a really cash cow forward to Gaslamp itself. Then we're going to get advertisers to become an advertising our website and sell tickets and post about all the events that's going on to Gaslamp. So definitely become a hub of what to do in San Diego will be gaslamp.org website. Thank you, I'm most excited by the opportunity. I appreciate it.

Michael: Great thanks Sara. So, we'll get some final direction for you guys within next 30 days. Any questions? All right let's move on to a neighborhood parking program update.

The draft budget for FY22 went in last week and you know, due to the fact that there was uncertainty about parking meter revenue and because the lack thereof. We got direction I might have mentioned this before in the past that the city is 55% would be covering all the neighborhood programs. Now the number has not been determined yet, but the guidance I got from the Mobility Department was to submit the same budget amount from FY21 and you know make sure that we ask for everything we need, which would be the four programs that we're currently working on, which is the parking, promotion, curbside, enhanced lighting, and the beautification of 5th Ave and sidewalk infrastructure repair. So that's just just under \$700,000 that we received last year. They were currently working on finalizing before the end of the fiscal year, so I'm presenting at the PMG on April 8th to at least do the formal presentation of what our plans are but you know what we're looking to do is have another year of curbside. I know, obviously the parking promotion and the marketing campaign that we're going to present after this topic, we'll talk about kind of the new direction we're going after heart of the city campaign. Also, the finishing up the enhanced lighting on the cross streets between G and island.

We can do some creative things on 5th Ave, whether it be asphalt design work, which I actually had some meetings with Sharad and design. Whether it be heat absorbing, you know different color patterns, different shapes that would work. We have this meeting to talk about the bollard project.

So that's a 1:00 o'clock. So hopefully we'll get some some good direction. Anyone have any questions about the fiscal year 22 plan? Let's move into the new normal marketing campaign.



Jim: Just was asking placemaking where are we as far as their budget is concerned, where are we with the clean and safe? what money they've gotten? Or they got less surplus money?

Michael: OK, Alonzo came to the Executive Board to present exactly what we asked him to unfortunately, he came to the board and did not present that at all. And he talked about the FY20 carry over. I know that both Dania and I communicated with Betsy, that we've requested this. It's been over two months. He didn't have this information; it was slightly disappointing.

Aron: He skated around the answer.

Michael: Of course, you know Dania, did you have any further discussion with Betsy after that email?

Dania: No

Michael: So, the answer Jim is we don't know. We know that there's \$57,000, there was a carryover, but he didn't talk about the time from when Covid started to when. And what's the cost savings? So, the answer is Jim, we don't know.

Jim: The answer is we will write them a letter and go on some sort of go on notice or something like that that we've asked for it and we're not getting it.

Michael: We've said that, and we can continue to push.

Jim: Can we write them a letter and say basically, you know we brought this up in the board we have been asking for this for three months or, you know we're not getting it because once it goes into writing then you'll get it from him.

Dania: Yeah, we did that Jim, we've done that. And I got a fairly lengthy answer to Michael and I from Betsy regarding that they're still putting it together.

Jim: They have a monthly meeting.

Dania: Michael, and Howard are at that meeting.

Laurel: So, do we know if they used our money for something else?

Jim: At the beginning of the year, the P bid money is paid to the property taxes and the property tax payments are getting made.

Jim: It's not like our budget with the city for parking or something where there's been a drop because of Covid. So, they've gotten the same amount of money. And then what they do is kind of allocate that money amongst you know to East Village, Gaslamp ET cetera and they're supposed to then budget for services. My understanding is that those services because of Covid went down, went down significantly. I'm hearing the numbers. I'm here 30 or 50%. So the question is that what's going on with that money? And if that money is that money free?

Dania: Jim I'll, I'll read you what I was sent so I'm going to read you part of it. So, they're saying we are working with the city in the County to obtain it. We would like to report this information to the clean and Safe Board as well. So, the request for financial information is in process. We're committed to providing you the information. I will work with our



team and have it provided to the clean and safe as soon as possible. It could take a few weeks though as we need to work with the city and County to obtain the assessment information.

Jim: Who is this writing this letter?

Dania: Betsy Brennan

Jim: OK from downtown partnership. Anyway, OK, well, I'm telling you that's complete; that they don't have that money. They don't have to get that information from the city.

Michael: No, because they know how many people they didn't hire or were furloughed and how much less service we got. I mean they know that much.

Jim: They have a monthly financial statement that they're doing, and then they break that down and they compare it to the budgeted money that they were supposed to get compared to what they then budget what they're supposed to spend, and then they show actually what they did spend. That report comes out every month. That's the report I'm asking for. They're not circulating that report anymore at the P bid meetings.

Michael: Yeah, they don't circulate that budget.

Jim: From one accountant to you that's a train wreck.

Michael: Yeah, it seems like they could be able to give us that information pretty easily and that the city would need to be involved in that. They're running their own business, you know, they know how many people are working in the Gaslamp or are not working in the Gaslamp.

Dania: Michael, let me suggest this. You know it's been a little over a week now since she responded to that email. So, let's schedule a call with her, Justin, and Alonzo.

Jim: OK, I'll talk to Howard as well and find out what's going on. Cause he and I have been doing this for 30 years, you know, but the whole point of this is for the rest of the board why I'm harping on this is because I think there's a possibility there might be a couple \$100,000 in money out there that basically instead of being you know used for clean and safe, we could do use it for something in the Gaslamp. That's why I'm asking. I think there's a significant.

Dania: Yeah, that's correct. That's why we've been asking as well. We agree.

Michael: I mean, if that money is not being spent then it needs it needs to be spent, that's responsibility of the Clean and Safe program, right?

Aron: Jim, we went as far as to take money out of it cause he didn't seem to want to talk about that too. Saying look before if you had four security guards, how many have you had for the last year? What do you have now and he's like, oh, I'm not sure, I'm like how do you not know that?

Jim: Right exactly, I'm telling you.



Jim: I'll talk to Howard about it. Well, the Alonzo thing is, you know he comes up and says, you know we remove 45 pieces of gum and 23 stickers and all of that. But I'm a numbers guy. I want to know basically what they spent 'cause I know that they've got money and the fact is being surplus. Howard knows the reports I'm talking about, 'cause he and I sat together and looked at those reports 100 times, so I will ask him what's going on with those reports.

Michael: That's great. We will request a meeting with Betsy for the next week or so. All right Laurel, I'm going to pass it off to you.

Laurel: OK, so we had a meeting with Michael and Dania and went over our initial marketing plan and then we got the promote committee together to go through a variety of different concepts. So, we want to have a fresh new look for the Gaslamp that's also vibrant and trendy and and feels more alive, so we came up with the next page.

Utilizing parking funds to do this campaign, and one of it is to really market to local and regional audience and remind people why come back to the Gaslamp and invite them to return. Create fresh, fun things to do during the weekends during the weekdays to also have some more fun things for people to come to the Gaslamp. Doing a video campaign and we've reached out to a couple fun video campaign companies that do really fun, unique videos and telling the story digitally about the Gaslamp and what you can find here. And we would be doing a 15, a 30, and the minute one would go up on the website, the 15 and 30sec would be for Alma to really use. And one of the things is also coming down with our thoughts is like a group of, you know, diverse friends like your friend group and you know bringing your friends back to the Gaslamp and from there you can see that you could go on dates and different things but it's just a great time for you to come with all your friends. This would be doing social media, YouTube in app advertising and native video advertising.

The new normal is now: Parking, alfresco dining, 5th Ave promenade and we felt this concept celebrates the changes in the Gaslamp with expanded as you know outdoor dining on the 5th Ave curbside program. Easy parking activation as well as fun events that would happen throughout the summer time would happen during weekly time, so we wanted to come up with a whole new campaign that's like just the Gaslamp is once again surging with fun unique fun things to do.

Does anyone have any questions so additional?

Michael: I just have one comment. Can we go back to that that slide just looking at. I think that when maybe just a little tweak, I think we all talked that we wanted to refer to it as the Gaslamp Promenade. If I'm not mistaken so it wouldn't feel like we're leaving 4th or 6th out.

Laurel: You know with Sara on the website updates with a new campaign and imagery and video the parking page will be updated and more modern. newsletters incorporated in member Spotlight once a week in our newsletter. Could be a business, could be hashtag your Gaslamp story video so we could really recognize more of our members to like or I think our newsletters over 50,000 people. So really giving our members some more additional love. Giveaway drops we have all these extra gift cards, So what we thought is sporadically announced on social media drops of giveaways of it available for pick up at Gaslamp merchants. Gaslamp Story utilizing shared memories of gaslamp and visitors', businesses to build a picture of everything the Gaslamp has to offer. Also, people can tell their fun Gaslamp story.

One of the things we want to do is do videos of staycation's, so this would be on our YouTube channel that could be like three to four staycation itineraries that would be designed and highlighted the best Gaslamp quarter and outline the perfect getaway.

And so they would highlight, you know, you can see below the different things to do and not just dining, entertainment, shopping, attractions, arts and culture, a variety of things, you know, even just head on over to the Cat Cafe.

Come up with a variety of things to do during the week. The Mother's Day. We also thought it might be kind of fun to also have a stand with flower crowns and Flowers so people you bring your mom down. You could get some, you know,



free Flowers, work with the florist on that or for the sponsor with 4th, 3rd of July doing a laser show. Wagyu Tuesday so everybody could do their fun. You know whatever their Wagyu special is burger or this so everyone could you know it's always 15% off all Wagyu items so it's kind of a foodie so those that's kind of getting in the weeds. But those are some of the things we're pitching out there.

Any questions.

Michael: Thank you Laurel.

Wayne: I just had a quick question, so what's our budget? What are we spending?

Laurel: We only have 60,000, so for this program and the program it would go for videos. Alma would help us use for social media campaign and it would go for graphics design and all the graphics for it.

Michael: And Wayne, I've requested 200,000 for FY22 for this campaign.

Wayne: How much are we spending on paid advertising versus production?

Laurel: We have to figure out that right now we're just trying to get the campaign going. So right now, we're getting pricing for the video production we've met with two companies, and then we'll find out from Alma and then I'm going to work with Sara on her graphic design. What that'll be, but probably 60,000 will. It'll either go to Alma video or graphic, or design.

Michael: I think we should get the promote committee together again as we get closer to finalizing the campaign. Great, thanks Laurel, I appreciate it.

Alright, we have just one more old business. I just wanted to bring everyone's attention to I don't have everyone conflict of interest statement.

Next meeting of the executive for April 21st Wednesday. The 28th is a board of directors meeting and I'll turn it back over to Dania.

Dania: OK great is there any new business?

Laurel: I have one thing. I know the health Department came down for all the hot dog vendors cause they're becoming even more and more elaborate now. But one thing I was thinking about is there's so many fire violations with these, you know, not only health, but with the fire Department you know is that anything the fire Department be willing to come down because they have open flame.

Dania: I'd be happy to call the Fire Marshall and talk to him about what's happening down here and see if we can get them down here to check it out on a Friday evening.

Stephen: Did the Fire Department ever issue those guidelines on the build outs? Is everybody good to go on that before we get the fire Marshall down there?

Dania: They've been doing inspections. Yes, with all of the business owners to make sure they're in compliance.



Stephen: OK cool. Don't want us to shoot ourselves in the toe or foot.

Dania: Oh, absolutely, thanks Steve. Laurel, I had a question regarding the umbrellas. I understood we had another vendor that was donating umbrella. Couple 100 umbrellas for us for our vendors. Do we know what the status is on that?

Michael: I can give you an update . We have 90 umbrellas that'll be coming. I'll be sending out an email to see what the interest is. It's three weeks away, so we'll we'll start getting the interest and how many people want umbrellas, but they will be free to anyone in the Gaslamp Quarter.

Wayne: Just so you know, Ballast is also delivering. They received a shipment of umbrellas and they have a bunch of accounts that have requested umbrellas from them that I know that they are delivering to accounts all over the city, but there were definitely accounts in the Gaslamp that they were delivering to just so you know.

Laurel: I worked really hard with when we started this is that they were all orange and we didn't look like a hodgepodge of umbrellas like it was one brand. Now we're getting all these different types of umbrella. Do we say to people you can only use this one?

Dania: how many umbrellas did we distribute in the first go around with the Aperol?

Aron: Oh, it's like 350

Mikey G: Seeing four or five different umbrellas down there to me is is not going to look good.

Dania: Yeah, it needs to be consistent.

Aron: There's always going to be somebody with a new umbrella.

Laurel: You know, the oranges are nice because they didn't look all brandy.

Stephen: It looks like more of an advertisement and if we want to go that direction. Is this something that we model? Sort of like the banner program.

Aron: It's just going to turn into the Wild West.

Pam: Yeah, it's going to get ugly.

Pam: I like Mikey's idea of trying to recycle from those that aren't using him anymore and re distribute it to those who need.

Laurel: I think it's something we need to say to our members. Like if we're paying for curbside program, these are the approved umbrellas you are allowed to use exactly.

Dania: Well, it's in our rules that went out, so we we definitely need the uniformity, and everyone should be abiding by that Laurel.



Dania: Is there any way that we could get this this next couple of days that we could get a a current number of new umbrellas that are needed or? Umbrella is needed overall.

Laurel: Yeah, we can send. I can send out an email to our all our people and then send out a text message.

Dania: Is there other businesses that have Aperol umbrellas leftover that they want to get out of their storage or back hallway?

Mikey G: Mine already went back.

Aron: Yeah, I have some.

Dania: OK, so Laurel, why don't you and I can circle back in the next couple of days on that and Michael we can see what we need to do.

Wayne: I'll get you a mock just so you can see what we had produced for everybody else. I'm trying to get a picture now, but it was Padres branded so is really leaning into the Brown and gold of Padres so you know you guys do what you think is best but I'll send it over so you can at least get a sense of what we had produced there.

Laurel: maybe Alma, we can send out a e-mail to the members asking them who wants umbrellas and how many for the summer.

Alma: Yeah, I'll send a newsletter.

Laurel OK, we have a JotForm link we did for umbrella requests so we can all have Taylor send you that so people can fill that out cause it was a way for us to track it really.

Dania: OK, great. And and yes, I think it needs to be a sponsorship type of a promotion for the umbrellas in the Gaslamp Quarter. You know future parameters for the umbrella design, but I think anything that we're going to do as a whole we have to approve.

Michael: This was a basically a donation to us. They wanted to donate them.

Dania: Yeah, well, it sounds like pretty unanimous on the call that people don't think they are appropriate.

Mikey G: Just on staying on that Mike. I'm noticing a lot of the decks are going up, which is great, and they're all sort of following the same template that the city put out, which is also my question is, at one point we talked about trying to create some design standards. And maybe even getting Carrier Johnson down. Now that those decks are all there and they're all pretty standard and a lot of them are the same color, is there something that can be done to soften the decks up? You know whether it's plants or a colored stripe, the Gaslamp color or something. I'm not a designer, but that someone could come up with there'd be a low-cost way to really make all the decks feel uniform and part of one neighborhood.

Michael: Yeah, actually, that's a good idea.

Dania: We discussed it at our executive committee call the other day and what was discussed was taking what Little Italy has done with their banners on all of their parklets which is a rotation of an 8 foot banner with the Little Italy logo and



colors and then the restaurant logo. Also, in the Little Italy colors so the design is approved. And it would be a way to have some uniformity, but also at the same time have the restaurants given them the ability to promote their logo on their parklet for better visualization.

Josephine: So, one easy way to advertise on the booths is spray painting. That's what we're going to do with our patio.

Michael: I think that we need to have a larger discussion about what our options. And Mike, by the way, Carrier Johnson passed on assisting or help with the engineering and the design. They're just way too expensive and they passed.

Mikey G: Is there another local, smaller creative agency that might want to get this in their portfolio?

Michael: Well, I think we have a lot of creative people on this board. You know, maybe we can come up with some ideas. Laurel, Sarah, myself, and Wayne. We could come up some ideas and we can kick around.

Mikey G: No, I'm referring to; sorry I might be mixing two things. The Carrier Johnson thing we talked about. What are we going to do between now and the 10 years or five years or whatever it takes to raise the proper money to do the you know, it's the interim promenade design? Maybe it's a couple 100 grand or something. Interim design plan that to me is a, you know somebody who's in that space would best be able to do that.

Michael: Five grand is not going to do it for them, they wouldn't take the job for five grand, so they pass on both of those things. We can re engage them or we can go out and find someone else to work on that.

Dania: We'll go to the drawing board and we'll come up with several companies that we can engage with. I know, of a few myself, so we'll keep working on it.

Michael: All right. So, are we now going to adjourn?

Dania: Any other new business? Thanks everybody for getting on our call today for our meeting and we'll adjourn our meeting at 5:09 PM. Thank you. Have a great week.

MEETING ADJOURNMENT – Dania adjourned meeting
zoom meeting ended: 1 hour 40 minutes