



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, September 29, 2021 | 3:30 PM
Parq
615 Broadway San Diego, CA

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

- 1. Call to Order – Directors Present**
Dania Duke
Pam Schwartz
- 2. Minutes approved by: Executive Board- All in favor Pam, Lori (seconds)**

Dania Duke: Thanks for being here and thanks for hosting us and with that I will call the meeting to order and will go right into it.

Michael Trimble: Yes, welcome everybody. It's nice to see everyone's faces. This is the way I like to see you now instead of staring at those little boxes. Welcome everybody, is there any non-agenda public comment, if anyone like to say anything before we get started. I'd like to introduce Captain Danny Grubbs. Welcome sir. it's great to see you in person.

Captain Danny Grubbs: Danny Grubbs here, it's finally nice to meet in person. I was assigned here February of 2020. Unfortunately, shortly after that we went into COVID and all my contact with you all has been via zoom. Then after that we got the civil unrest, on the 31st or May 30th things just took off, but glad to be back up and running. First, I must acknowledge my fantastic team Tammy and Larry they do most of the day-to-day operations with you guys making sure everybody has what they need in addressing your concerns. I try to work on stuff that requires me to be liaison with the assistant control chief. To try to get more resources more staffing down into the Gaslamp in central division and then



often stealing resources, honestly stealing officers from other divisions. When we had the civil unrest, attacks to our headquarters building and they were going to do damage to the hall of justice or things like that. I want to touch about on since our last meeting some arrests that happened. We had some high-profile cases, I forwarded them to Michael Trimble. I apologize if you're hearing this for the second time but going back to June, we had a homicide in downtown. We first heard about it at 900 1st Ave. Turns out later on going backwards, car crash happened because this person was assaulted at 300 Market St. during a road rage. There were two tourists who are the victims from Illinois, they got into this road rage state and this male suspect ended up stabbing the driver during the fight. They drove away from the fight and then the victim realized they have been stabbed, then crashes. We get out there we got video of the suspect: a 34 male that used to live in San Diego and fled to Ontario. It was active investigation at the time, and we could not tell you what we knew, we did not want to jeopardize the case. But with US Marshals and PD we made an arrest of him in Ontario on September 2nd. He is in custody for that homicide. After that we had a call of a person down on September 2nd at 600 and third avenue. It looked like a sleeper that passed away usually of natural causes or a fentanyl overdose unfortunately. The person was also covered in filth from living on the streets, so the medical examiner investigator who came out there who moved the person didn't think anything of it. During the autopsy they found internal trauma. This is an active investigation that was on 600 3rd Avenue. This is the last one, this is in Little Italy 1400 state street, that originally came out as a homicide, but the ruled out not a homicide after investigation.

Our calls for service requesting police services went up 49% in central division that's 11,141 extra calls a day that our officers are responding, but not emergency calls only at 12 and half percent total of each year. We have 6 six additional officers assigned permanently to the Gaslamp from Friday to Monday, those officers are out there. These officers are working on the bike team. We also have challenges with street vendors, I know they are working on an ordinance. I regularly talk with my counterpart VICE about the challenges the street vendors create and challenging physical hazards and how we have to mitigate that and the criminal activity. Does anyone have any questions?

Michael Trimble: Captain thank you very much. What's driving the increase calls for service at 49% can you maybe touch upon what are those calls looking like

Captain Danny Grubbs: I can tell you since COVID started the state prisons released thousands of prisoners and felons. Violent felons are being released, shooters, gang members, people who shot people in a robbery, they were released without any supervision. People with guns, people assaulting officers were released, that has now stop. That is what we are dealing with, there is this perception that the police are the bad guys at this moment. Those are situations we have to deal with now after the civil unrest. I don't want to take more time, there's a lot of business to cover, we will be here for a bit longer anybody in anybody has a question. We are here.

Carlos Becerra: Just wanted to recognize the bike team, they are friendly and nice. We really appreciate the support.



Michael Trimble: Thank you, captain. We got Alonso from Clean and Safe. Welcome, glad you are here.

Alonso: First, I want to say thank you to Laurel, Michael, and Dania. I know we have been working closely since last year; since March. Spending a lot of time in the Gaslamp Quarter looking at everything trying as best we can to beautify the district. Obviously with the closure of businesses, we found that it was a good opportunity for us to take a look at the Gaslamp and to reinvest into it. I'm happy to report that since June/July we have trimmed every single tree in the Gaslamp Quarter that's over 310 trees that we did. Hopefully that's going to be put us in the position that we don't have to worry about that and staying on track with other issues. It also helps with the lighting and the beautification. We added these tree gravel looking pebbles to deal with the issue of pet urine. We did K street and working on 5th avenue and Island. It's also going to help with pedestrian's walkway, prevent trip hazards. This makes a big difference. Next, is pressure washing, I do think is a huge improvement for smell, and the ability to keep the trees alive. So, pressure washing is a big topic item in the Gaslamp. We completed deep clean on every sidewalk from L street to Broadway. If you want to nominate a street, please contact me.

Michael Trimble: I do know that you your team did a great job during our Summer Series. Thank you.

Alonso: Thank you. Another update I want to give is that I am happy to report that our family unification program has been extended for another 12 months. It's going to allow our programs to reunify individuals and their families. We are on track to help more families. That's all my updates.

Michael Trimble: Thank you Alonso, I really appreciate it. We have a very special guest with us today, it's my great pleasure to introduce our County District Attorney Summer Stephan. I really appreciate you taking the time to come and address the board and us to learn a little bit more about how we can work together. Welcome.

District Attorney Summer Stephan: It's great to be with you. This may be the first time that I talked to a lot of different parts of the downtown, but I'm glad to be here and hopefully also answer questions. So, let me give you first a rundown of the District Attorney in respective on your region, and then make sure that I make time for questions, as lawyers have to time myself. I serve the second-largest DA's Office in California, managing a professional staff of 1,000 employees, serving as the People's Prosecutor for San Diego County and its more than three million residents. Focused on advancing public safety through fair and equal justice, bringing solutions to complex issues with a unique data-driven, commonsense approach that works to address the root causes of certain crimes driven by mental illness and addiction. Have clear public safety priorities in collaboration with law enforcement and the community, keeping San Diego County one of the safest urban regions in the United States. I'm very optimistic as to where we are. We have faced in the last coming year, closer to two years have been quite difficult for the criminal justice system, so we've had zero bail. We have 200 murder cases pending trial we have 187,000 sexual assault child molesting cases waiting trial and we plan on trial all of them. Some of the other challenges that we face is the repeating offenders getting released from prison. As of now stopped the release of 77,000 violent offenders across the state with the second



largest in the county. For example, this is dramatic in 2019 we had 152 overdose deaths from fentanyl this is your opioid on steroids 15 times stronger than heroin. In 2020 we had 462 open cases that's like more than a triple in methamphetamine. One of the issues are the jail capacities since COVID, and we are working around the clock to bring these criminal cases to trial. For jurisdiction the DA office is your top public safety. We do felony crimes across San Diego. I want to mention while it doesn't directly affect businesses it affects your families; we saw a huge increase in child trafficking that happened during this time. I'm here to answer questions that you might have.

Michael Trimble: From the perspective of the DA from the county of what affects the businesses currently right now in the Gaslamp; you probably heard is this illegal vending scenario that we're having not only here but all over San Diego what's your position as the DA, and how can you work to help motivate the city to create an ordinance that will give us some protection and some enforcement?

District Attorney Summer Stephan: Well, I mean I believe in fair play. You know so you have to follow all these lists of rules and called rules. And then you've got people that can you know bypass that at not much cost usually those kind of things ordinances are misdemeanors. I don't have the right enforcement, but I'm in the room with people that make those kinds of decisions. I'm happy to add my voice and bring those concerns. We need to have fair play, there is no way to having different rules. I hear your point. I don't have the direct action, but I can help voice your concern.

Michael Trimble: I know that we've had the health department go out to try and level the playing field but due to the violence and the threats the health department has backed off completely because they don't feel safe going out there and doing any investigations. It's exploded to the point where it's 30 to 40 vendors all weekend long causing real issues and no way to curb this so any help from the county would be greatly appreciated.

District Attorney Summer Stephan: I can investigate if there is a strategy.

Michael Trimble: That would be great. Thank you so much for your time appreciate it. Alright, ok. Let's get into some our business, so if anyone hasn't seen them. I know I sent them out the minutes from the August 25th meeting if anyone needs them, I have copies up here. I'm looking for a motion to approve the minutes from the August 25th board of directors' meeting: I see Wayne, Carlos. Can I see a show of hands who are in favor? Pam is abstaining. Alright motion carries, thank you. The next item is the Formula Marketing sales contract again that was sent out to everyone last week. This was run through the executive committee changes were made. I'm looking for discussion about this contract, but I am looking for a discussion, and then hopefully a motion to approve so we can move to move forward start selling Internet advertising on the newly launched gaslamp.org. So, in case anyone is wondering the new site is live as of yesterday. So, would anyone like to discuss or have any questions about the contract. Great. I'll be looking for a motion. Jeff will make a motion is there a second? Pam seconds it. All in favor? Steve is abstaining. Ok, motion carries. Thank you, so we'll be seeing more advertising revenue coming through the website, so thank you.



Alright, so next is a just a little update about the parklet violations. I know there have been meetings with fire department they are working on establishments that do not have a TOB permit that's what they are focusing on. Fire department is working on the tent structures and trying to get them into compliance, which basically means removing your tent so far with your outdoor parklet. Chief Perry said that he will not be entraining any 180-day extensions to that temporary permit. I was told by the investigator that it's going to be a very slow process getting to people who applied for a permit and pulled a permit during the time when we launched this last year. They are focusing on the ones that don't have a permit and ones that are clearly in violation in terms of being a safety a safety hazard. One of the other things that I reported to the exec committee that the fire department told me is that some of the things that if you're not doing this already is disconnecting your electrical from your business to the parklet every night. I know that people have been doing that and ones that are not doing that we're going to probably send out some updates this week just to best practices moving forward to at least keep people safe in your parklets. As you know spaces as places have been approved and that is on the city's website, so people who want to have a permanent parklet which in compliance with the city which is six and a half feet in the from the space of the parklet and higher than 42 inches. Those permits are being accepted right now by the city, so we'll see how that goes.

Alright, so I'm bringing up Laurel chair of the promote committee, we had a great promote committee last week to go over our fall and winter campaign, parking campaign, and the GQA. I'm going to turn it over to Laurel, she is going to walk us through the plans and goals.

Laurel McFarlane:

We are working with the parking district funds through April, so this fall/winter fall campaign is to bring people over Gaslamp, the fall/ winter attractions, dining, retail and parking since parking is paying all we have to remind ourselves that one of the targets is parking. Gaslamp is a destination is where you have a good day, it's fun, enjoying Gaslamp in the day and night. It's a good time to party, easy parking. Focus on consistency of the Gaslamp Quarter staying in the media as a place to be. Target Audience: 25-54 years old. Trendy Millennials & Gen X'rs who have tapped into Gen Z inspiration. Interests: food and drink, entertainment, nightclub, bars, parties, live music, beer, wine, cocktails, mixology, rooftop bars, sporting events, staycations, getaways. Continuation of the Video Campaign: utilizing the video made in Summer 2021 with revision on graphics and voiceover. Campaign to also work on non-video pieces, including Curbside bike rack banners, street banners, etc. All assets to direct people to parking. We will maintain elements of The New Normal is Now branding including font and design elements. We will update the campaign tagline and colors for more of a fall/winter vibe. Perhaps change filigree to leaves. We will take the Normal is Dancing, Normal is Easy Parking concept and reframe for the new campaign. We will continue to focus on those same featured bullets highlighting Gaslamp features. The new campaign branding will be carried through the website, social media, eblasts, outdoor promotions, etc. Campaign will be accompanied by full PR campaign with press releases, influencers and editorial pitching. Invite travel writers & influencers to enjoy a staycation in the Gaslamp. The new tag line is GOOD times or Great times. Pam motions to GOOD times, Jeff Good times. Wayne, GOOD times,



Josephine Great times. Dania GOOD times. All in favor for GOOD times? Motion carries GOOD times carries.

Gaslamp Quarter. Campaign Elements: New Curbside Bike Rack Banners, Updated window decals and fence line banner, Weekly & Holidays Specials, Staycation Itineraries, Digital Advertising Campaign, Events. Weekly events that we are keeping: Taco Tuesday, currently with 13 specials live. New promotion Thirsty Thursdays. Special Events & Holiday Events: Halloween, Small Business Saturday, Holiday Bowl, NYE, Superbowl Sunday, Valentine's Day, Saint Patrick's Day and Padres Opening. Business specials to be posted to website. Specialty graphics for each to be distributed through social media and eblasts. Press releases to go out targeted to each promotion. Thanksgiving and December Holidays to be promoted on social only. If budget permits, incorporate street activations/draws to accompany the specials. Gift wrapping station Dueling piano in the streets. Halloween Weekend: Spooky Halloween Movie Night. Building on the high response to the Friday the 13th August Flicks, Friday, October 29th will kick off Halloween weekend with a free scary movie night on Island. Bloody Mary Brunch. Halloween starts in the AM, as bars/restaurants offer Bloody Brunch specials for Sunday, October 31. Holiday Season: Gaslamp Howl-iday Paw-Tay Combining the 2020 branding of Howl-iday with the beloved Pet Parade for a jam-packed day of fur-iendly festive fun. Holiday Bowl - 12/28 Activating the Gaslamp Quarter for Holiday Bowl with street banners and outdoor branding. Restaurants to do specials. NYE Ball Drop. Make the Gaslamp Quarter the place to be on NYE with a live ball drop on 5th Avenue and a Roaring 2020s street party. Next year: 2022 March Madness: Bring back Gaslamp Hoops Madness for 2022: 3-on-3 hoops tournaments in the streets of the Gaslamp. Includes hospitality-industry tournament, co-ed tournament and open tournament. NCAA tournament on jumbo LED screen Basketball games for kids of all age's Free sports/fitness expo. Food/drink specials throughout Gaslamp Shop Aztec pop-up SDSU merchandise shop. Get sponsors to make this event profitable.

Michael Trimble: Alright, thanks for your hard work. We have another special guest Katherine Stewart.

Katherine Stewart: about a corporate block party event- restaurant event: CO Star- Saturday, November 13th, 2021- 6pm- 10 pm. 5th avenue, J street- L street 4th avenue-6th avenue K street. The stage will be at NOBU. We're buying out Nason Beer Hall. Anticipating 45,000 in attendance.

Dania Duke: How is K street going to look like?

Katherine Stewart: Its exactly like previous corporate events, Hilton's valent is going to stay intact.

Michael Trimble: We will comeback with all the signoffs on our next October meeting. Any other questions?

Laurie: There is a symphony concert at the Shell that night and that is usually 4,000 people. You are blocking that street, how's is that going to impact.



Katherine Stewart: We began permitting this like 60 days ago, they know.

Pam: Next meeting, we will have signoffs from everybody.

Dania Duke & Michael Trimble: Thank you Katherine.

Michael Trimble: We have one more info item, Laurel you are back on stage. This only an info for us.

Laurel McFarlane: We are bringing the Great Pumpkin Beer Festival to Halloween. There is one in Settle. The Great Pumpkin Beer Festival will have 40 pumpkin beers, fall beers, and things that do not make sense. The event starts at 3:25 pm and ends at 10:25pm. We have 1,400 pumpkin coming, we are having fun DJ's, corn mazes, contests, one stage with live music, pumpkin food, and fun stuff. I already went to the East Village Association for signoffs, and the event is Saturday Oct 30th 7th & Island - J street.

Michael Trimble: We can help promote it, like in past events. Put the event in Gaslamp.org

Dania Duke: One of the features in the new website is that we can sell tickets on our website. We can help you promote it on our website

Michael Trimble: I know that Alma and your team are doing some big social media giveaways.

Laurel McFarlane: Thank you.

Michael Trimble: Moving on, I need you to sign your Anti-Harassment and Diversity Inclusion policies. Thank you! Thank you, Carlos for hosting us. Alright, anything else? Ok, we will see you next month. Thank you.

MEETING ADJOURNMENT – Dania adjourned meeting

Meeting ended: 1 hour 45 minutes