



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, April 27th, 2022, | 3:30 PM
ZOOM

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

- 1. Call to Order – Directors Present**
Aron Langellier
Josefine Jandinger

Zoom

- 2. Minutes approved by: Executive Board- All in favor Lori, Aron, Josefine (seconds)**

Michael Trimble: Welcome guys to the April Board of Directors meeting for the Gaslamp Quarter. I see Officer Turner is here and I see Ernesto from clean and safe. I'm going to start with Ernesto. We could share my screen, so you can give a presentation.

Ernesto- Clean & Safe: Yeah, that would be great Mike, thank you. How's everybody doing? My name is Ernesto Romo. I am director of maintenance services for the clean and safe program. I'll just go ahead and share a few of the slides of just some for the things that we're working on in Gaslamp. As of right now there are 14 corner planters in downtown that are undergoing our spring decor. I'll share a few before and after pictures. We're looking at filling these in throughout the spring just to have some more color. We've been brainstorming on how were thinking of branding them like with maybe the GQA. I think they would be looking great, again these are before and after pictures. You can see some of the flowers that we were adding to it. If you look at some of these pictures, you see a lot of weeds that are growing within the cracks. That's something they also do since they're out there, they'll go ahead and clean it up just so that it looks good, so this is towards the Convention Center. Our team is doing a good job on trying to just kind of keep these panels looking healthy, looking alive, looking bright, and then just kind of do a good welcome appeal to anybody there at the Convention Center. Also, some of the things I wanted to share to you with you is the nightlife that goes on during in Gaslamp. You know these are some of the things that our team comes across each day. Right as you can see, these are some of the



before and after pictures. You know, sometimes they'll call us because maybe there's a mop detail that was overlooked, or maybe it wasn't taken care of, but the amount of work that our team does during graveyard. I mean, it's like honestly, it's from like night. And day you know from these trash, I mean this is trash that's just being left anywhere. mean, they're not using the trash cans obviously, they're just leaving all their litter everywhere. This is also another section. Patios are also being found that there's a lot of trash in them again. These are some of the before and after pictures. These are inside patios. Again, our team really doesn't do inside patios, but they're going around right now, and they see it, they'll go ahead and do it, so again you'll see these patios full of trash. People find themselves in there, they'll eat. Maybe the business closes and they leave all this trash behind, and our team goes by there and just cleans it up. So that come the next following day. I think it's very important to see the amount of work that the team is doing. See the great work that they're doing. So that's my pretty much my short little presentation. If anybody has any questions, I also shared on the chat. My partner, Danny Garcia. She oversees safety services, so the email is in there. You're more than welcome to send her any safety concerns, safety issues that you might come across again.

Michael Trimble: A few things. Thank you very much and we know how hard you guys' work. It's clearly a thankless job that is never ending, but we do appreciate all your support. A few things, the big belly trash cans that I know Alonzo referenced, earlier this year, how we on that are we getting close to those being installed? What was the story on that?

Ernesto- Clean & Safe: Yeah, I believe those trash cans will be ready for delivery at the end of May. It's still looking good as far as the production wise of it, so I will be looking checking in with them to see what's the status is on those trash cans, so I know that Gaslamp is getting their share of trash cans. I think we have about 12 to 14 trash big belly trash cans that are going to be down 5th Ave.

Michael Trimble: Excellent! Also, are we doing any update to the pebble drop that we've been doing in the tree wells, we did on K St and I? And have we picked any new locations to add for the summer?

Ernesto- Clean & Safe: Yeah, there is some spots that we already have a designated for. It's just a matter of getting our team back on that project and get it started. We already have the supplies; we purchased the rock; it's going to be instead of the sand color looking. It's more of a black pebble so its kind of just matches with what Gaslamp is, you know, so it'll look nice.

Michael Trimble: Got it cool. Well, we look forward to seeing that. The one thing that is continuing to be an issue are the individuals that you know end up sleeping on the street in front of boarded up buildings. Things of that nature. It's been a struggle. Most certainly there's an individual that you know camps out at 5th and market in front of Searsucker, and so I know you guys are very aware of that. I just want to know, make sure that whatever you guys can do to help move that person along. It's just a daily thing and I know you guys struggle with it.

Ernesto- Clean & Safe: Yeah, most definitely. Our team is already aware of it, and we'll continue to just monitor that area frequently. I think it's on our map for as a hotspot, so it's one of those areas that we continue to hit each day.

Michael Trimble: Well, good; thanks Ernesto. Does anyone have any questions for Ernesto?

Aron: Yeah, Ernesto, just quick. How much would you guys say the trash you're cleaning up. I see the pictures it looks bad. Thank you again, by the way, how much of that is these hot dog cart vendors do you feel like?

Ernesto- Clean & Safe: That's a great question there, and you know, just over the weekend we had over 55 street vendors in Gaslamp. You know we started with 10 to 15 then it was 20 to 25. Now we're hitting the 50 mark. So, there's 55 vendors that were reported over the weekend. You know, our supervisors report that every weekend starting on Thursday, so they're out there already, sending emails to the city. You know to code enforcement, and I mean, we're just we'll continue to do it until something is being done. We are finding a big issue.



Aron: You know that information from you guys for everybody on this board to send emails.

Ernesto- Clean & Safe: We could share those emails with you.

Michael Trimble: I can give you a little follow up on that. June 1st is when the ordinance goes into effect, and I had a meeting with Captain Jeff Peterson earlier this week and we talked about that specific issue about enforcement. I guess the enforcement as it's written in the ordinance is done by the Rangers. I asked the captain to go back to the chief is to at least when June 1st starts, they have the ability not necessarily to enforce and write tickets, but to have them move along and move out of the area, at least begin with being able to move them because they can't be there now. The enforcement part of giving him tickets and citations, and you know, commandeering their carts. That's going to have to be something that we must work out. But at a very minimum moving them out of the Gaslamp quarter and telling them they can't return would make a huge difference. I know fights are a real big problem with those guys and you know at bar break it just becomes a real big headache.

Aron: Not paying taxes after 5:00 PM. Did I miss that?

Michael Trimble: Are we paying taxes after 5:00 PM? Yeah, we pay taxes like 24/7 yeah 365. It's the biggest nightmare. I found out also that those guys are making between \$3000- \$5000 a piece a night. And there's 55 of them. Well, thanks Ernesto. Officer Turner to maybe jump in and give us an update in your perspective from PD side.

Officer Turner: I wish we could do a little more enforcement of some of the transient issues, but you guys are really taking care of some of the stuff that I wish we could do a better job on.

I'll talk about the vendors just quick, and then I'll get into a couple of other things, but with the vending ordinance you know, I pointed out some flaws in that early on before it was voted on even, and so if you have code enforcement and Park Rangers doing the citation and enforcement of it, they don't do any ensuring that they have the right individual. When they go to ticket somebody so this progressive enforcement model they have with this ordinance where it's a warning and then that person is in the system and then I think \$100 ticket and then like \$200 and it goes on up to confiscation of their equipment. If we don't know who they are that's kind of wasting time there, so you know.

But what I'm hoping is when if we are allowed to do what they're calling a preserve the peace or just sort of as you said, going out there with code enforcement. If code enforcement could come out late enough, we can do forcing of their identity when we arrest somebody or detain somebody you know if we can't get a good idea on, and we hold them because most times they have a felony warrant or something like that and that's why they've been giving us the fake name. So, I don't think this is going to be very helpful unless we can identify the people that we're giving the citations to. So anyway, if anybody has any question on that, you can hit me up or shoot me an email later. Switching gears. The crowds are getting more and more violent out in the Gaslamp. We really had a hard time getting that second bike team. I wish we had, you know, six or eight bike teams out there with the way the crowds are now, and I we really need some more officers out there. The only way we're able to do it right now is with offering overtime for additional officers to work there, and we've been getting those the overtime dollars. It's just hard to get people to stick around. And just having them stick around till about 3:00 AM just because the call volume is so high and the number of large crowds surrounding the bike team has been getting out of control. And of course, the gun violence that that you all know of too. So, we just need to keep trying to fight to find a way to get more officers in downtown- Gaslamp. It's just a shortage of personnel right now.

Michael Trimble: Thank you Officer Turner. Does anyone have any questions? DPMG, we had a meeting. The last one we had was April of 2021. I know Cindy's on the call, and she was here. She was in attendance, so it was good to get that group together, so these are just some of the things that highlights that basically will impact the Gaslamp quarter. So, the FY23 Community parking district budgets and neighborhood parking program budgets were presented and approved at the meeting.



And so, they will be moving on to the next phase of their approvals, which is the EDR committee.

Great stuff. Also, the no parking zone on 5th Ave. Plus the slow zone and geofencing for the scooters is going to be continuing to work that as a no parking zone and move them. We currently know there's an RFP for scooter companies that the city is working on, basically reducing the number of operators from seven to four with 8000 scooters total, I think. Correct me if I'm wrong, Cindy, wasn't it like close to double that in the city prior? I mean, right now is probably close to you know 15,000 scooters so.

Cindy: That seems about right.

Michael Trimble: RFP for Scooter companies: Reduction from 7 operators to 4 & with a cap of 8000 scooters in the downtown area total. Each vendor will have 2000 max vehicles. New program start mid-July. Corral Parking only "Sweep Contractor" will impound scooter parked illegally. Let's hope that everyone follows the rules. Are there any other things that really impacted Gaslamp?

Cindy: I think is anything happening on expanding the uh to Sunday parking? For charging for Sunday.

Michael Trimble: So, I know that that there's still a discussion about that. I do know that it's something you know in terms of revenue generating. It would help because I know that we were like \$35 million short last year. Significant amount of money that is comes out of our 45% so it's with Sunday. would help. Alright, how about how about DCPC? I didn't put on the agenda. I'm not on the committee anymore. Alright, excellent, let's move on. So, the consent agenda I'm looking for someone to make a motion to approve the minutes from the March 30th board of directors meeting. Would someone like to make a motion?

Aron: Can we vote on anything if we don't have quorum?

Michael Trimble: Yes, cause Jim is here, and Jeff is here, so we're cool. Thank you. Yep, are you making the motion, Aaron?

Aron: Sure, I will make the motion to approve them.

Michael Trimble: Alright, is there a second for Aaron's motion?

Josefine: I'll 2nd.

Michael Trimble All in favor just raise your hand or give me the thumbs up. Jim, are you a thumbs up?

Jim: Yes, thumbs up.

Michael Trimble: Thank you Bruce. Are you a thumbs up? Thank you, Cindy. So wonderful OK motion Thank you very much.

Michael Trimble: Alright, next item of business that does also need an action to be ratified was the GQA audit for 2021 that was sent out to everybody on Friday. Hope everyone had a chance to review that and if there are any questions about it, but the important thing is it is voted on and ratified and goes into the official minutes for our audit for next year.

Jim: I'll make that motion.

Michael Trimble: Jim makes the motion to approve the 2021 audit is there a second?

Cindy: I'll second it.



Michael Trimble: And Carlos seconds it. So, is there any discussion? Before we take the vote. Seeing there is no discussion, let's call the vote. Please raise your hands in approval. Jeff is a yes, Josephine. Laurie, Carlos, Joe - excellent - Aaron. Yes, Cindy, Bruce. OK, Cindy. Cindy is not responding, but I think that Cindy you. Can you hear me? Well, motion carries without Cindy vote so. Is that Cindy right there? Oh, we lost Cindy. OK, well motion passes. Thank you, guys, I appreciate it. Yeah, so let's move along and bring to the forefront, Laurel McFarland, and Jenna Thompson, from McFarland to give us an update on how our parking program is going and how our activations are going for springtime so take it away guys.

Jenna: Thanks! This is probably our last update on the good time start here campaign, cause we're going to start switching over to new tagline. New campaign, which we'll talk about in just a second here so you can go to the next slide. A few things we want to recap on are the activations that we had over the last two weeks or so, which was opening day and Easter as well as what we have coming up in terms of the events, we have Taste of Gaslamp, the great San Diego scavenger hunt, the Gaslamp Music Series. And then we'll start to also transition in that same time into the spring and summer campaign. That will take us all the way into September. So, for opening day it finally arrived and as you remember what we did is a silkscreen T shirt activation at 5th and market. This was free t-shirts, we had 700 t-shirts given away. The t-shirts were branded with Gaslamp Quarter baseball and our parking message on it. And as you can see, they could pick from a few different color options and design options. There was a big line before the activation started. For both opening day and Easter, we introduced curbside bike rack banners ahead of time, so those were up for several weeks in advance on the street promoting these activations that they were coming. And then we also put some extra effort into signage to help to explain to people that it was free. And then just a few days after that, on the next slide, we did Easter.

On Easter Sunday we had the pop-up plant shop and the live alpaca photo booth. The alpacas were a huge hit. The photo booth had 553 photos taken with 450 users and we collected all those emails come. I'll send those to you Alma. The plants we sold for \$10. Those did OK, we didn't totally sell out, but people still liked it and it looked cute. The alpacas were a huge hit. We had a plant wall, a faux plant wall in the on the back and this little frame cut out that then also had Gaslamp quarter signage attached to it. And then with the photo booth, we had a digital watermark and a printout a physical print out on the photo booth print out with the Gaslamp and parking messaging so that performed well. So, the next we have coming up a few different things in June, we have Taste of Gaslamp, Gaslamp Music Series, and the scavenger hunt. Next slide is Taste of Gaslamp. We've talked about it before, and I know most of you are familiar with the concept. We're bringing back this is a very beloved long-term event for the Gaslamp Quarter, but we are still needing restaurants to register for the event. It only takes a minute or two to complete that form, and then we can get you all set.

Next slide, so the great San Diego scavenger hunt. This is being put on by the BID Alliance and they are focusing on the bid neighborhoods that are kind of in the Uptown, downtown Central San Diego area. They originally had a plan to do all of San Diego and going to the beaches, but they're really trying to keep it a little bit more central, and in each neighborhood. So, this could be a restaurant. It could be a rooftop. It could also be a boutique or retailer. So, we are still looking for stops too. Next slide, on the Gaslamp Music Series. We Settled on a format for this where we will have been promoting live music every Thursday. Over the course of June to August in multiple venues, so as opposed to focusing on one venue or certain types of venues. Basically, we are just going to be promoting music in the Gaslamp and that Thursdays is the day for live music. We'll be sending out to everybody the form that allows you to sign up as a participant and give us as much information that you know about current programming. It'll allow you to update it as we go so that we can promote on the website exactly what every venue has going on. Every Thursday over that course of time. So, this is just a little teaser of what we have coming up for the spring summer campaign. We'll be putting together while we're in it. Almost have it finalized the full deck that we've presented in the past with some narrowed out tagline, options and plans for activations. But we wanted to give you a little bit of heads up of some things that we're thinking. So, with the new campaign, you can expect that we'll be looking into new tagline options to get us through that spring and summer time. We will be switching up the Gaslamp Summer series activations and if you call last year. We did Throwback Thursdays, Silent disco, and we did the flicks. So, we are exploring some new concept ideas as well as kind of figuring out cost wise what is going to make the most sense in the budget and what we think is also going to perform the best as being kind of a trendy. So, the music series on Thursdays will be part of that. First Friday including trivia/comedy stage. Roller skating new night, and flicks August on Friday. New holiday activations, Mother's Day, Father's Day, and Independence Day. That's probably something that we would look to continue throughout the whole year but starting it over the summer. And this is open for discussion on what everyone thinks.



Laurel McFarlane: So, with music we did the laser show with music.

Jenna: We had sound brought into the street and then we did the laser show, and we did that the Saturday before the 4th of July last year, so we'd probably be looking at that same day just cause there's so much competing on the actual day of 4th of July. And then the campaign will also include updates on branding everywhere for all the signage that's on display.

Laurel McFarlane: And, for we should probably get the Board because of 4th of July, the third is on Sunday and the 2nd is on Saturday. So, the question is, is that something we want to do again? Did we like that?

Aron: I thought it was great. I don't know what day you would do it, but I thought it was great. I would think Sunday kind of makes sense.

Michael Trimble: Yeah, I would agree as well.

Josefine: I agree as well. July 3rd is usually a date that we get busy.

Laurel McFarlane: So we'll reach out to the laser company because we want to get on their calendar. I think people really enjoyed it.

Michael Trimble: OK, sounds great. Good stuff, are we going to bring the new tagline to the next promote committee meeting to talk about what's next?

Laurel McFarlane: Yeah, yeah.

Michael Trimble: Anything else Laurel, Jenna?

Laurel McFarlane: No, I think we're almost there.

Michael Trimble: All right, any questions for Laurel or Jenna?

Josefine: I have a quick question for Jenna regarding the live music on Thursdays with a note on there about no charge. Is it liking no charge for you're not promoting like a cost for the visitors to listen to live music or the venues participating must have no cover? Like how is that going to?

Jenna: I don't know if we've necessarily said that a business can't charge cover, it's it was more in reference to the previous format. Anyone else was?

Laurel McFarlane: And if you said you got free parking validation, so that might be something to really encourage people to come down on Thursdays is that you know, even if for the first 250 people that say they're attending, then they can get free validation.

Josefine: That'll be huge. We can help you know with the added value of free parking. We would create a ripple effect with the participating revenues.

Joe Santos: Question! I was questioning the timing 5pm to 8pm. We do Prohibition and Havana. That is, I think, would be a good fit for this or jazz music downstairs and then the Latin jazz upstairs, but it's usually kind of beginning around 8:00 or beginning around 7:00 and I don't mind working with doing something for the Gaslamp. Having music earlier, not charging whatever. We never charged upstairs in Havana, but it would be neat if it was a bit later, or at least not saying it's over at 8pm because we do have live entertainment.



Josefine: I completely agree about that too.

Laurel McFarlane: We could just say we could just say starting at 5:00 PM. We don't need an end time; we could just say starting at 5:00 PM.

Joe Santos: Thank You. Please reach me if you need anything.

Michael Trimble: That'd be great, Joe

Josefine: And this concept makes much more sense than the previous concept that was presented with the hotel rooftops, since it already includes the existing businesses. And it's not added cost to the Gaslamp Quarter. That's great.

Michael Trimble: Great stuff. Cool alright, thanks guys. Let's keep it going. I just have a few updates quick updates, so the GQA bid FY23 renewal was approved yesterday at the City Council meeting, unanimously. ED&IR – FY23 BID Budgets Annual Appropriation Process Wednesday, April 13th 2:00 PM Item #S504 – San Diego City Council Meeting FY23 BID Annual Appropriation Process, Tuesday, April 26th 2:00 PM. **Approved at both meetings:** Continuation of Compliance Training (all staff and board members required annually) Anti-Harassment Training. Diversity Training. Resolution declaring intention to levy and collect annual assessments from businesses located in specified parking and business improvement areas for Fiscal Year 2023 and fixing the time and place for a public hearing on the levy of such assessments. Committee Actions Taken: This item was heard at the Economic Development and Intergovernmental Relations Committee meeting on April 13, 2022. So very good stuff there. OK, next up this is the neighborhood parking program for FY23 touched on it last month, but we were approved at the Mobility Department on the 11th and on the 14th, we presented at the PMG. **NPP FY23 Project timeline – update: April 11, 2022 – Presentation due to City of San Diego Mobility Department – (approved) April 14, 2022 – 11:30 PM Presentation to DPMG – (approved) May 16, 2022 - EDIR Committee Presentation. June 13, 2022 – Presentation to full City Council (action)** So close to \$700,000 for our programs for starting in July. We're doing obviously the parking promotion, which is great up to our budget. Any questions about the parking program?

All right, I believe it was last month we had talked about the tourism impact and the lack of city leadership on multiple levels. When it comes to PD and it comes to, you know the homeless situation that's been going on, and so I've had a meeting with Julie Coker, the CEO of the Tourism Authority, and Betsy Brennan, the CEO of the partnership, and we've come up with a plan to have a joint press conference to basically call the city out that, you know, San Diego tourism is suffering due to the lack of action from our city and county leaders and try to hold them accountable. So, this is a press conference we're going to do and we're going to continue with meetings with the city and county leaders to make sure they get to get the message, but some of the organizations that we are going to be bringing in as the Chamber of Commerce. So, we're looking for mid-May on this on this press conference, and I think there's going to be a lot of TV media that I'm going to be pushing leading up to this to call out, you know the lack of awareness about action on part of our city leaders. I mean we need more mental health professionals. We need more cleaning for the Gaslamp quarter. We need our walking team for PD that we need for the summertime and moving on to things of that nature that we just need more support from a safety perspective. It's getting more dangerous and the last thing we need to have been bad press about how dangerous, how dirty, and how scary the Gaslamp is, you know. This is going to be a big media push from my office and for from us here at GQA as well as working with Laurel. As it starts to develop one of the things I forgot to ask, Officer Turner was this whole No lodging in the public right away between 7:00 PM and 7:00 AM. They have not been enforcing that because the City Hall has been going back and forth on whether they should or shouldn't support that and so I would make a huge difference if we knew that you couldn't sleep on the sidewalks. I mean Carlos, you just said how bad is it on 7th Ave right now? I mean, and those tents are there all the time, right? I mean they don't go away.

Carlos: Well, no, they're growing, so you know it was more the post office. And now it's on 7th on East St on and then up 7th, halfway up seven out towards Broadway. And they're not going to stop right here. Nobody messes with and they're



going to keep going. You know my staff must walk by there to get to work, and obviously you know they're leaving late at night. The girls are scared, and I don't blame them.

Michael Trimble: We need the midway shelter to open. And this open-air drug market on 12th and imperial that is not good, Ernesto.

Ernesto- Clean & Safe: We also provide an escort service. I know it's not a fixed fix, but I mean that can help. We are more than happy to do so as well, so it's another one of our services that we provide so you know, please just give us a call.

Carlos: I appreciate it, thank you.

Ernesto- Clean & Safe: You bet.

Josefine: What's the phone number?

Ernesto- Clean & Safe: 619-234-8900.

Michael Trimble: Hey Joe, did you have a question?

Joe Santos: Yeah. It's getting so bad man. If we were honest with ourselves. I'm here because I must be; it is so bad. You tell me, man, I'm ready to say whatever the hell you want me to at this point.

Michael Trimble: Perfect.

Joe Santos: It's time. The violence and everything else that's going on very late at night is dangerous.

Josefine: Do we have a contact with the Padres? It's something like all these people that are coming to the Padres games. I'm sure they are feeling the same way and they might not come back for a second game either. cause yeah, it's bad.

Jim: Hello. I think that will be beneficial if the merchants get on that, get it app on Apple, get it done. We're constantly saying, oh yeah, we were with the police and all that, but we're not getting it done because we're not screaming at them. And one more thing Michael. People that are sleeping on porches that's private property, you know. I come down and I see that all the time people like laying on the patio of some private property. That's a no brainer to remove them.

Michael Trimble: Thanks Jim, appreciate it. So that's kind of the one of the big things you know that that's coming up. Anyone else? Alright, let's move on to the next item of business, which is just a little update. I wanted to let you guys all know that Wednesday the 29th of June will be our annual board retreat, so put it on your calendars. The elections and who terms will be expiring, and if you'll be renewing or not, and we'll be able to have that ready for July 1 to bring on new board members. So, the location is tentatively at the Pendry.

Josefine: Hours for the retreat?

Michael Trimble: I think what we did is lunch. We did like lunch noon to like 4pm or something of that nature or noon 11am to 3:30pm. And then we rolled into the into the board meeting. So, lunch together working lunch. Anything else. Mr. Chair I'm going to hand it back over to you.

Aron: Alright, at 4:51pm we can adjourn the meeting.



Michael Trimble: Alright, thank you, Aaron. Thank you all for joining. I appreciate it. Have a great weekend. Alright guys, thank you.

MEETING ADJOURNMENT – Aron Langellier adjourned meeting
zoom meeting ended: 1 hour 27 minutes