



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, December 8th, 2021 | 3:30 PM
ZOOM

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

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

Dania Duke
Pam Schwartz
Aron Langellier

Zoom

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

Dania Duke: Good afternoon, happy holidays, Happy Hanukkah everyone. December 8th, 2021 at 3:33 PM. We'll kick off our meeting. Thanks for attending today. We appreciate it and to all our partners and city officials that have joined us today, we truly appreciate your time. I'll turn it over to Michael.

Michael Trimble: Good afternoon everyone. Welcome to December's board meeting. Glad to see everyone, I want to first see if there's any non-agenda public comment if anyone would like to say something, I'll open the floor for two minutes to anyone who might.

Joe Santos: Hey, Michael. I want to be sure that we talk about this city coming down on the patios. And that madness there, as I haven't reacted to it yet, but I'm hoping that after this meeting I'll at least know how to go about dealing with this and or if we must just abide by this nonsense.

Michael Trimble: It is on the agenda and it's more of a discussion item.



George - Lincoln Hotel: this is George Lincoln hotel. I'd like to speak about the street closures.

Michael Trimble: Sure, you got 2 minutes George, go ahead.

George - Lincoln Hotel: Yeah, I've kind of learned through trial and error that the street is not closed on Mondays and Tuesdays.

Michael Trimble: Yes, correct.

George - Lincoln Hotel: That's going to be a problem for me because sometimes I have emergencies. I had a plumbing emergency that is still ongoing, but we must put a damper on it and schedule the plumber in the morning because he's fully aware of where I am on the street. And we try to schedule the supplies delivered between Monday and Tuesday, but sometimes that doesn't work out for our vendors. So, is there any way to have the street closure in the afternoon like at 5-6 o'clock, when a business day is almost over?

Michael Trimble: We do have the ability to help help people out in terms of helping to get whether it be vehicles in temporarily or you know, just working with you and feel free to reach out to me and one of my team members will be able to help you. But if you like, we could discuss how I can help you moving forward. And feel free to call me afterwards and we'll set something out.

George - Lincoln Hotel: thank you.

Michael Trimble: I would like to introduce a very special guest we have Hafsa Kaka, the director of homeless Strategies and solutions from a Todd Gloria office. She's served and homeless solution capacity in the city of Riverside and the city of Santa Ana and the city of Los Angeles. Working to come up with interesting ways for to solve the problems of homelessness, so I wanted to introduce her to you and turn the floor over and I appreciate your time being here with us today.

Welcome, Hafsa Kaka. How are you?

Hafsa Kaka: Thank you, Michael. I appreciate you inviting me to this wonderful meeting. Thank you so much for the wonderful introduction. Hello everyone, my name is Hafsa Kaka, and I am the Mayors' new director of homelessness strategies and solutions and the new department that he created. I'm a resident, I'm a constituent as well and I just want to say that I know your concerns are very real. I do want to go ahead and talk a little bit about some of the efforts that Michael invited me to talk about in this administration as it relates to homelessness, and from there I'm happy to answer any questions and I know Michael you have a full agenda, so I know we have about 10 minutes.

There's always the provision of services that's important to people experiencing homelessness in San Diego, but also in all throughout Southern California, is that there is more of an intersection of mental health, behavioral. Also, and chronic homelessness as we see it. You may have seen a press release with a supervisor, Fletcher, and Meyer regarding the enhancements of shelter beds.

These shelter beds are particularly necessitated for individuals who are experiencing substance abuse and mental health issues that are experiencing, and so they're really targeted. This is a best practice, so we're really excited about that. These are called harm reduction beds, and these beds are coming on board here in the less than two weeks, they're 44 beds, so we're really excited about that. But from aside from that, we have over 1000 beds. We have our product provider basis, which include alpha, Father Joes, UM path. Obviously the most important piece to getting someone off the street is offering them a place to stay overnight and then also offering permanent housing.

So, as you know, we work very closely with the San Diego Housing Commission, who is also our public housing entity. And so, there is many commitments as it relates to housing choice. Vouchers as well as Section 8 vouchers working with the county, working with HUD in terms of expanding affordable housing opportunities and increasing permanent



supportive housing opportunities so that we can end homelessness for all. So, it's a huge system, but a lot of times people are concerned with what's happening locally, right?

One example I'll give you is within 60 days of getting here I was able to bring one of a new provider base here called City Net is working directly with Caltrans for the underpasses. The press was done on that as well back in October or September I believe, and that's important is because we know that there are many folks that are under the underpasses that are experiencing homelessness.

And is so that's a very important piece to note that we were able to help increase the provider base, just as you are aware of working in this association with Gaslamp, labor base is a very difficult thing right now hiring up and so are within our provider basis. In August, but over 476 clients entered shelter from the downtown area, including Gaslamp. This was a concerted outreach effort that was specific designed to help the downtown and the Gaslamp districts and not to say that there is not regional equity. There's obviously outreach everywhere throughout the city. So, my experience working in different communities is that sometimes it's very difficult to even garner the support to get those additional services. To get a person engaged now if they are engaged in any illegal activity, obviously we have our hot teams and of course there is that progressive enforcement model through the San Diego PD department, but it's really important that we are leaning in from the perspective of making sure that outreach is provided, supportive services are provided and we're taking that compassionate, human centered approach, but again, that's not a get out of jail free card if anyone is engaging in any illegal activity, it is not illegal in general to be homeless.

This community is a beautiful community, and these are the same issues that I see in in the work I've done in Southern California. Today we do know that COVID has exacerbated the situation, but we also know that there's many investments done, and I think that's what brought me to this community here to do that. And we're working hard to expand the outreach services and shelter. When I got here in August, our shelter occupancy was at about 79 to 80%. Now we are exceedingly over 95% in our shelter occupancy, which means that folks are getting into services, which means that we're also looking to expand shelter. And of course, affordable housing. I'm happy to take any questions and take in 5 minutes, but I just really wanted to give a micro level bird's eye view on some of the work we've been doing in terms of the mayor's office as it relates to really acknowledging the impact of homelessness and prioritizing it.

Michael Trimble: Wonderful thank you half so has anyone have any questions?

Cindy Blair: So, whatever happened to the guidance system, you know when they took over a building in in downtown, they were renovating it and that was going to be the central center where?

Hafsa Kaka: Well Cindy, which building are you talking about?

Howard: Navigation center

Hafsa Kaka: The Homelessness Response Center by itself.

Michael Trimble: On on imperial.

Stephen Sherman: Yeah, that old indoor skydive building, right?

Hafsa Makaylah: that one the HRC. So, the HRC is it's still there it's functioning. I had an opportunity to visit it when I walked in. I did see people experiencing homelessness accessing services to DMV accessing services to case management. Being able to be connected to shelter. I do believe that potentially that could be utilized in. And mayor has said this too in a in a in a different model and we're looking at. I appreciate you bringing that up and we are looking at it. Obviously, we're looking at many many different sites in the city. Part of this new division is to help create interdepartmental sort of coalition to review how we can enhance capital projects as it relates to shelters and affordable housing. We're working through that as well.



Howard Greenberg: Thanks for taking some time. I had a quick question. Working with the downtown partnership and we've been talking with several other community groups for months about the reactivating of the 20th and B location and that was very successful. Few years back under Mayor Faulkner's watch and haven't really nobody really been able to tell anybody why that isn't a viable option that could be activated quickly. Maybe you can explain what best practices are because we have, you know hundreds now we have 1100 homeless people on the street at night and intense 400 tenants that can't be best practices, but a safe space over at 20th and B that's been utilized previously and could easily be activated quickly. Doesn't seem to be an alternative for the mayor's office.

Hafsa Kaka: Well, let me ask you this when you say that 20th would be because you know I, don't know necessarily the history of it. Can you describe what exactly it was used for during the Faulkner administration and?

Howard: Well, it seems to me it's a city owned property that was that had services provided. I believe it was used for safe spaces for people to set up their tents instead of being out on the street. You know bath facilities and restroom facilities.

Howard

And I I don't know about the wrap around services they may.

Howard

I assume they wouldn't be able to be provided there, but it was a a kind of open during the day and secured at night.

Hafsa Kaka: OK, but I think what you're you're saying is that it was just basically taking tents from a uh, scattered perspective into a separated like staggered.

Howard: Part of it, yes.

Hafsa Kaka: So, it's basically taking all the tents that are out there and putting it in one location. Yeah, so we have a safe parking program through the Jewish Family Services for the people who have a vehicle and making it a safe place to be in the vehicle. But I'm just trying to understand the 20th B concept is taking the 10 S that are out there and putting them in one parking spot. This model in throughout and you know when we're working with USICH, which is the United States Interagency Council on homelessness and the National Alliance. So how would I really appreciate, and I'll certainly go back, and you know, get in dig more history on this, and learn more about it.

Hafsa Kaka

But I think the idea is to put resources to completely get people off the street and into shelter and permanent housing, so you don't see tents at all. I will say that I've had an opportunity to speak to Betsy and she's been great at the downtown partnership and a wonderful partner. I want to be mindful of your time, Michael.

Michael Trimble: Things that we have been struggling with as a community and as a Business Association is the perception that you know there's a lot of discussion about the homeless and what to do with the homeless and not enough action because we have a PR issue with people who don't want to come down here who are seeing like the Gaslamp. As you know, people sleeping in doorways, people urinating in on front of people, businesses, people who have mental challenges and not a lot of response when it comes to these issues. And I know that your office and the county have been trying to work together to find a way to help. Well, these problem people, but it seems as though we've been talking about that for months and months and months and we still don't have a solution or a way to, you know, help these people. So, what are you doing about the the true chronic, mentally challenged individuals? In our downtown area.

Hafsa Kaka Yeah, absolutely. So, you know when I got here in August, there was a briefing. I believe over the summer, for the fiscal year, the mayor had set aside \$10 million investment for the impact of ensuring that there was this more focal attention, not just the basic, but really looking at how we could be innovative and creative and targeted and focused outreach as well as shelter. Like I said, I've been in four different counties and I haven't necessarily seen a model like this that has been created which were excited for the Seahawk shelter and the Sea Heart Outreach and the safe havens. So, to your question, working with the county behavior-health to have this multidisciplinary team so the outreach is from the county and it's also like the mobile crisis response teams as well. And we're partnering with them to make sure that we



have licensed clinical folks who are out there really reaching the dual diagnosis. These are all difficult challenges to navigate, and the clinical aspect is needed.

So, these multidisciplinary teams are engaging to do that and then working to bring them into low barrier shelters which as I mentioned. Another one is that we're continuing with our partner with our county partners on substance abuse and medical reimbursement on partnering to have future beds.

I think what's neat about this administration is that we're putting in the Advent investments for that, and we're working in tandem and collaboratively with the regional task force, as well as the county.

Michael Trimble: So, let me just ask you a simple question, and maybe there's a way to to give us maybe just some direction. I have the frustration is, you know, there's something happening on the street with an individual you know, clean and safe can only do so. The police are overburdened, and their response times are very slow. How can the city give us a solution of how do we get someone out there to help this person? And because if someone doesn't show up, it just escalates and becomes a problem and that person never gets help and just causes the issues in downtown. So, who does a merchant call, you know, after they've tried all those avenues? So, is there someone that you are going to be able to put in place for these individuals?

Hafsa Kaka: Well, yeah, absolutely. I think that's what I referenced earlier. The get it done app, right? You could even take a picture and send it and for the get it done and we have this system where outreach gets the specific PM to go out and do the outreach and then you have any abatement issues. That involves neighborhood policing, so you have that at your tips with you with your smartphone to go ahead and download that app. But also, I'll say to reference your question prior to this, the question previous before that was it's a health, so the city does not have a mental health department. We're not, you know, administrator of mental health services. That is really the county. So, the county has we partner well with the access in crisis line, and I think you all should have the access in crisis line that our county counterparts have been. Working wonderfully to expand services with the mobile crisis team, so you should have that access in crisis line number. Here it is if you could jot it down 188. 724. 7240 so if you see and that's 24 hours. So, if you see a person that is obviously not in the right state of mind not oriented to person, place, and time, then that would require clinical response.

Then please go ahead and put it in the get it done app and that's important because we're able to take the back-end data and help inform our future programs and services and be very methodical and strategic as we enhance programs and services.

Michael Trimble: Great, thank you.

Cindy: Can you repeat that phone number again for the crisis line?

Hafsa Kaka: Absolutely, and our county wonderful counterparts have been so great with the mobile crisis response teams. It's 188. 724. 7240. Wonderful, we're so grateful for our partnership.

Jim Shaw: Can I ask one question? So, what will be the metric in which we will be able to judge whether this program is a success or not?

Hafsa Kaka: Yeah, so that's a great great question. Thank you and I think that's what mayor has invested in this new department to have a division that's called performance monitoring, right? So, we're going to be working with all our provider bases and seeing how many folks are being outreach. How many are getting into shelter. How quickly are they getting out of shelter? The performance metrics as it relates to figuring out. How many folks are getting housed? And that is really the end goal.

We want to see no people experiencing homelessness on us on our street, right? So that is really the the ideal goal and we're working with our cities Panda team, which is performance and analytics to help establish those metrics. So, I'm excited too. Soon, so thank you for that question and



A lot of this information in terms of data, dashboard, and our partnership with the Housing Commission. They already have a data dashboard that you could see if you go onto the website that says X amount of people have been housed X amount of people have been outreached. And we're hoping to expand and really do a deeper dive with this new department on that. So, Michael soon will have a more robust website to to send your way. You'll see the success stories from a quantitative, qualitative, and quantitative.

Michael Trimble: I just appreciate your time and giving us some insight on what the mayor is planning to do.

Hafsa Kaka: Of course, anytime we believe in transparency and accountability, please feel free to reach out to me anytime I just want to empathize with you all I know how it is and I just want to make sure that you all know the tools that are there that get it done and the access and crisis. And please feel free to reach out anytime. Thank you again.

Michael Trimble: Thank you very much, appreciate it. Alright, next Alonso from clean and safe a little follow up.

Alonso (Clean & Safe): We're obviously extremely busy, especially with the holidays here coming around the corner. We had a successful Comic Con, not as many people as we thought. The City they went ahead and provided the product route service so they they service over 600 trash cans throughout downtown and kind of helped my team focus on the Gaslamp Quarter in the Marina District during the three days of Comic Con. No real major incidents during Comic Con. Uneventful, which is, I think, a good thing. We also had a trash truck that was parked down at 10 fishes. So now that the city provided as well, so we're able to, you know, put some of the trash in there and save a little bit of money. Would say it was good a couple of updates that I want to provide. There are four specific things I wanted to cover today. One is the historic wraps. A lot of folks here are familiar, but about two or three years ago we took some of the electrical boxes. We're in the Corner and we wrapped them with the with historic images. We did that important partnership with the Gaslamp Quarter Association and the historic association. Some of these electrical boxes were getting tagged daily and it was taking a lot of my staff time. A lot of money to get those repainted, so we decided to wrap those, so it's been a couple of years. Now and these wraps need to be redone. So, we're going to be hopefully being done with with getting 313 locations completed by the end of this by the end of this month, so they can get some before and after pictures for the next board meeting that you have here coming up in in in January. We're going to be helping to support the Gaslamp Quarter Association with the the holiday decor. I believe that's about \$4,000 or \$5000, Michael.

Michael Trimble Yep, just came in today.

Alonso (Clean & Safe): Great, so yeah, I just replied over to the floor plan which I think is your vendor that you use. I think that's the same folks that we use as well, so we'll be picking up the the cost. So, we just completed this week putting poinsettias and all the planter boxes that are down in harbor, L Street, J Street and K St as well. These are going to be up for the next weeks. So, moving on to other streetscape type of projects that my team has been working on, we just replaced all the missing trees in Gaslamp. There were six total that were that were missing in the Gaslamp, water and or empty tree wells. Moving on, some of the efforts that we've been working on on continue to be the family reunification program. Increasing the amount of people that we've been able to travel up so far from January to December, we've connected over 277 individuals with their families 140. Internal goal based on how we're tracking with the amount of folks that we've been able to help to hopefully be able to connect another 180 individuals with their support system by the end of the fiscal year because we wanted. I'm happy to answer any questions.

Michael Trimble: thank you Alonzo. Any questions for Alonzo?

George - Lincoln Hotel: I found out the other day that my block is the last one in the last week of the month. Anyway, to change that.

Alonso (Clean & Safe): Yeah, absolutely George. Can we meet in person if you're comfortable with that, I'd love to look at your sidewalk?

George - Lincoln Hotel: Thank you, yeah, absolutely.

Michael Trimble: Thank you Alonzo. Appreciate it.

Joe Santos: Hey Alonzo, Joe here. Some of the graffiti around the Gaslamp that isn't at street level.



I mentioned to you like neighboring few of our restaurants, you look up and it seems like they're climbing on roofs and then graffiti on the side of buildings and stuff like that. And they're not belonging to any of our landlords, and none of are on this call here. So, I was just wondering how we could go about trying to correct that.

Alonso (Clean & Safe): We will get it done that report and then just. Email me the ticket and I can follow up with city staff.

Michael Trimble: Thanks Alonzo, thanks for your time. All right Officer Turner Larry, how are you?

Officer Turner: I'm doing great Mike. It's good to be with you all today. I got a couple things. First one, I don't know if you were informed or not, but the county health inspectors had come up with a plan with us to start doing health code enforcement specifically for the hot dog vendors. They wanted to start in January. Sorry, no set date in January and unknown what it's going to look like. The enforcement model they're going to use. So, you'll share more to follow on that, but that's at least some good news on that front. The violence in the Gaslamp. It's been obviously high lot of guns, a lot of assault with deadly weapon, a lot of police injuries. I think we've had four officers assaulted during this last month, and two of them seriously. To implementing our course of action on the New Year's Eve, I sent you an email asking if you had a point of contact who could maybe go down in detail with all the events planned for that night.

Michael Trimble: Officer Turner, a question we're going to cover this later in the meeting, but I would love to hear directly from PD how the vaccine mandate has impacted central division and thus impacted the Gaslamp Quarter. Is there any insight you can give us and give us some?

Officer Turner: Yeah, I can't give you exact numbers right now, but there have been officers who have left the department already. And then there are many more who are awaiting the waiver decision and then what they do or don't do. But I can't tell you the exact numbers on that. To mitigate, you know any shortages we have, even if that means us working longer hours and less days off, and that sort of thing.

Michael Trimble: Great yeah, so I had a nice conversation with Lieutenant, and she mentioned that the Gaslamp team would stay fully staffed and I'm hoping that will still be the case because of the priority of you know how many people come to visit the Gaslamp Quarter. So please let us know if anything like that changes. Thank you, Larry. Any questions for Officer Turner? Alright, well thank you. Happy holidays.

Alright, I did see Sean from the city, but I think he might have dropped off so there he is yeah, so I I just want to give you a second. If you had anything you wanted to say if not.

OK, two.

Sean: Happy to answer any questions. I see that your way over time, so I want to be respectful of that only say new contracts for bids are coming or rather extension for the second six months of the FY21 contracts. So that's coming up very soon. Survey results are in that will be one small piece of helping us. make those decisions about extending the contracts. It's it was about community engagement. We've been working with Michael for the past six months to make sure that you guys got there, and I appreciate all the work that's gone into it, so I'll just leave it at that, but happy to answer any questions, spaces, places, anything like that. Happy to answer questions, but out of respect for your agenda, I'll just end my report there.

Michael Trimble: Thank you, Sean. We're going to discuss the parklets if you want to hang out, maybe you might be able to answer or give any more clarity too. OK, the consent agenda. I'm looking for a motion to approve the minutes from the October 27th Board of Directors meeting. Do I have someone who would like to make a motion? Anybody Aaron would make? The make makes the motion. Stephen, making a second.

Stephen: Yeah, I'll 2nd.



Michael Trimble: OK, Stephen makes a second all in favor. That came down last Monday. A shock to everybody, and obviously the most important thing really came down to is how is it going to affect our first responder's PD fire and ambulance and 1st responders. So, I did have a long discussion with Lieutenant about that, and she did tell me that team was going to be a high priority to maintain a full staff. Two teams that will continue to work in Gaslamp. Any questions regarding the vaccine mandate any, any comments, anything you'd like me to research for you all? The facts the vending ordinance update. There was a shakeup at City Hall City Council. So that means that the new Council President has the power to look at the docket and pull things off the docket as he sees fit and what he did is he pulled the vending ordinance off the agenda for the docket on the 14th of December. Stalling the vending ordinance review and sending it back to me. So very disappointed. We've been pushing hard for over a year to make this thing happen, and here at the final stages were now been put back.

Dania Duke: Yeah Michael, can I tag onto that? I think too. What's important for our board to understand is that we do have a call with the Mayor's office and we're setting up a meeting with Mary Todd, Gloria. To discuss how, how can we leverage and have this City Council support us more.

Michael Trimble: So, Dania, I'm sure I'll be looking for you to come with me and support the association with these meetings. So, thank you, Dania, for your support on that, so I will keep everyone posted on what happens this week. There is a kind of the start to a lot of the situations we've been talking about regarding homeless and the impression of the Gaslamp Quarter and the response time. To change that, we set up a meeting with the downtown partnership. Howard and I met with Betsy and Alonzo to kind of come up with a meeting and a plan to work with the city to really help us execute a plan. Any other issues regarding that?

Howard: We do need to figure out ways to do better.

Michael Trimble: Yeah, I agree, Howard. It's a tough job and I sit on these safety calls and listen to the number of assaults that happen on security officers and it's alarming. To the violations that are coming down from the city regarding parklets and roofs and electrical and all the issues regarding, you know, bringing your parklets into compliance. It's happened to a handful of individuals in the Gaslamp Quarter. Not everybody has been cited from code compliance, and, you know, depending on how many violations they identify, depends on how much the fine potentially could be. So, Joe, I don't know if I want to, I'm just going to toss it over to you.

Michael Trimble

Joe Santos: I mean, I don't know how many people got that. I was certainly told when we were giving the notice and I shared it with you, Michael, I'm happy for you to share it with everybody you want.

If people haven't received it yet, I was told everyone is practically getting one that could be a lie, but pretty much it's coming down to the idea that if you look at my case, which I thought I was a cohesive with what the fire Marshall wanted, I waited to build my roof till the time was and whatnot. He's telling me this is from the city now. Building inspection that I must tear the whole thing down and rebuild it. It is just ridiculous.

Josephine: We're at the point where we're thinking about just taking, tearing it down, they're asking us to pay \$31,000 in fines or tear it down. And we have a hearing in February, and by that time, with the \$400 a day will be up to \$75,000. And that's not like something we're willing to pay, but it's really, you know, we're a small business. We've been closed for a long time due to COVID.

Jeff: I mean, it seems that the politicians will go one way or the other depending on which way the wind is blowing. I don't have a parklet, but what's frustrating is that all our businesses were impacted and continued to be impacted daily with this pandemic.

Michael Trimble: Sean, do you have any comments regarding this?



Sean: Thank you, I want to first acknowledge that I'm with economic development Department, so I'm not with planning, which is proposing the new spaces and placement program which has been adopted by Council. I'm not with DSD which is the one with code compliance, Development Services Department, DST so, I just want to acknowledge my place in the bureaucracy. I'm not the policy office, not with mayor's office. But with all, a couple points of clarification. The first is that the Chief Perry, who retired and now the new fire Marshall, is saying this isn't on me. This is on development department. What you're seeing now is coming from code compliance with development services. They are responsible for state regulations, rules, and regulations. It's a state code with local enforcement. Our department is offering a grant and it might not be substantial enough for you to take advantage of it. And we're trying to help you come into compliance. So that's the theme that we've been hearing from the mayor's office and what we've been trying to do from economic development. Joe, hopefully you reach out to me so I can try to help on my end.

Joe Santos: I appreciate it.

Michael Trimble: Thanks Sean. Alright, anything else? OK, quick. Dania and I are doing a mediation on the 16th to settle this dispute and we'll let you know once it's completed, but that's happening on the 16th. Through the third-party liens and having Corey Briggs named personally pulled out. Any questions about that? Alright, I'm going to turn it over to Jenna from McFarland promotions. Our partner in marketing and PR and events and Jenna give us an update on where we are with our positive events for the holidays.

Jenna Thompson: I'm going to run through some of the recap stuff just a little bit faster cause I want to be respectful of everyone. This is a little snapshot on this slide of the branding colors which you can see those across several of the outdoor pieces that are already on the streets. But we did complete the Thanksgiving and Small Business Saturday promotions and then what we have upcoming is pet parade and pups in the pub party which I'll go into a little bit more in terms of what that looks. We also have the ongoing promotions or specials is the way that they're listed on the website, which are Thirsty Thursday and Taco Tuesdays. And then we have a digital advertising campaign up and running, including updates to the video as well as. We did add to the curbside bike rack banners, some banners that promote businesses being open north of F Street just to make sure that there was some recognition being given and direction given to those. We have the fence line banner installed.

We also have the digital advertising campaign up and running that is both using the updated video, so the video that we saw on the last campaign we made a few tweaks to it just to change the language of new normal is now and take out any other graphics that indicated new normal is now and we changed it to good times. We'll be running specific promotions for each of the holiday activations and targeting different words to make sure we're hitting the right audience. We also have several press releases and media alerts that are have been sent out. We received some TV coverage. The pet parade is live on the website and is family friendly. The pet parade competition portion is all ages. The pups in the pub party is going to be 21 and up. And then we are also working on securing some media partner eblasts to help and just spreading the word about both the pet parade as well as the pups in the pub party. So, there's a little recap about Taco Tuesday and Thursday Thursdays we are going to work a little bit on making sure that all the Taco Tuesday specials are still completely accurate, and some people haven't updated their information from what was given to us. So, here's just an example of coverage links. So, we have this spring- summer campaign we're already working on developing. So currently we're still executing the fall winter campaign, but we will be working on new campaign ideas for the spring and summer. We also have several upcoming holidays/events for the current campaign for winter, which include Valentine's Day, Super Bowl, the Gaslamp Hoops, Saint Patrick's Day opening day, we are working on both like graphics promotional assets releases.

Michael Trimble: Thank you, Jenna. Anyone have questions for Jenna or comments? Alright, thank you Jenna, I appreciate it.



One last update I have a meeting with the EDA grant people. They're coming down from Los Angeles tomorrow to have a site walk, look at the Gaslamp, Promenade project and the 4th Ave Arts District project. And it's the final walkthrough before the grant is awarded, so we're in the running for \$5 million and grant that I've been working with the city for quite a while. So, tomorrow is a big day. Hoping we close the deal and get that additional money for the project. So, fingers crossed I will keep everyone posted on how that. Are there any other comments or anything else? All right, well I want to wish everyone a happy holiday with you and your family. Hope you have some time off. We'll be working here in the office. Please feel free to call me on my cell phone, but I want to wish you happy holidays and I want to turn it back over to Dania.

Dania Duke: Ok, thanks everybody for being here today. Our last board meeting of 2021, I'll adjourn meeting at 5:32 p.m. Happy holidays. Thank you.

Michael Trimble: Thank you all.

MEETING ADJOURNMENT – Dania adjourned meeting
zoom meeting ended: 2 hour 55 minutes