



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

**Wednesday, March 30th, 2022, | 3:30 PM**  
**ZOOM**

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

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

Jeff Burg  
Josefine Jandinger

Zoom

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

Michael Trimble: I want to welcome everyone today. I'll call the roll and we are at quorum. We'll move to the next item which is non agenda public comment. If anyone would like to speak on anything outside the agenda, we have two minutes that anyone can speak.

Cindy: I have a quick thing. Kansas City barbecue has an opportunity to do an event on the midway and I'm looking for anybody that might have tents that we could borrow 10 by 10 tens or that you're using for different things and then it can be branded, if anybody has, please contact me offline, I'd sure appreciate it.

Michael Trimble: Cindy, I have lots of tents and I was going to be getting back to you.

Cindy: OK, yes, that'd be great.

Michael Trimble: So are our liaison reports. I saw Officer Larry turning here, welcome Officer Turner. Looking forward to hearing an update from San Diego Police Department. OK, the consent agenda.



I'm looking for a motion to approve the minutes from the February 23rd, 2022, Board of Directors meeting. I am looking for a motion.

Jeff: I will go ahead and make a motion.

Michael Trimble: Wonderful Jeff made the motion. Is there a second? OK, Kim is a second all in favor. If you guys can just put your hands up or hit the button to raise your hand... Bruce, Josephine, Nate- All right, motion carries. Thank you. Alright Officer Turner, can you hear me now?

Officer Turner: You hear me, OK?

Michael Trimble: Yes, we can.

Officer Turner: OK yeah, so everything is going well with getting to keep our manpower up in the Gaslamp District, especially on the busy hours. We have authority to hire back our minimum staffing with overtime. And we've been doing that well over the last few weeks, so you should be seeing a lot of our officers up and down throughout the Gaslamp. Even on our non-busy times, you know on the morning hours and whatnot, we're getting a lot of the officers to come back. Again, on their days off, so that's been pretty good. I know, you know I've been out there a lot lately too. I've been sticking around in the evenings trying to stop by to see some of the businesses and that sort of thing and take care of some of the problem folks that are out there who refuse to leave. I know that downtown partnership has been doing a fantastic job of moving those along who need to move along, but those that are not listening to them, and you know, we've been getting out there. I've been trying to take care of some of those myself as well. Also, some of those folks who are the problems. I did want to talk to you Mike when you get a chance maybe tomorrow, we can get a chance or even on Friday about an effort being made by the bike team and with the looking for an area to seal off that's just for the Uber- Lyft ride sharing programs. I know the bike team sergeants are eager to try to find a way to expedite the folks to get out of the Gaslamp at the bar closing time and I know that they've had a few ideas in some places and ways to make it happen.

Michael Trimble: Tomorrow would be great. Last month, the entire Gaslamp became a no bending zone and I know that we must wait until the 1st to execute. You know moving people along outside of the Gaslamp. Has there been any talk at the high levels with PD of how PD is going to assist code compliance and the Rangers? I know that neither one of those divisions work after 5:30pm, so we're really going to be relying on PD to help us move those individuals out of the Gaslamp.

Officer Turner: Yeah, and that's the biggest problem I think with the ordinance with the reliance on code compliance and Park Rangers to do it. VICE police, I think there was a feeling that they didn't want the police involved in that, but it needs the police involvement. You know, just for an easy example, code enforcement. Incremental enforcement of those ordinances where we identify the person they get a warning, and then it's put in the system, you know, and then it's a little larger fine. We are totally willing to help.

Michael Trimble: Yeah, it's one of those things where you know we're a downtown late-night district and you know honestly if the bike team could help move them along. I mean, that would probably be the best thing to move them out of the Gaslamp quarter. I know there was a clause in there regarding extreme circumstances that PD could be involved. Maybe we could sit down and come up with a game plan prior to June 1 to make sure that when that happens and it becomes law, we can make sure that we keep the Gaslamp Quarter free of vending.

Officer Turner: Yeah, trust me, we really want to assist with it as much as we can. We've been waiting for the green light to be able to go ahead and do some of this, which is the case with a lot of the enforcement that we would really like to do, and we haven't been able to do, so in this case, we'd love to help when I talk to you tomorrow about that issue with the rideshare.



Michael Trimble: Fantastic thank you. That sounds great. I look forward to chatting with you.

Michael Trimble: Does anyone have any questions for Officer Turner? Alright, thank you Larry,

Officer Turner: Alright, look forward to our talk tomorrow.

Michael Trimble: Alright, so supplemental cleaning update. Last month, the board authorized to spend up to \$20,000 in reserves that we had in the bank to purchase some additional cleaning units of different types of merchandise that will help our curbside staff keep the Gaslamp quarter. Sidewalks clean and so we have people working in that capacity and so we've currently purchased the following items-We got ourselves a commercial sweeper, electric power washer, electric power attachment, the water vac, miscellaneous trash receptacles, etc. And we're waiting on back order on the Power Wash trailer and the VAC Reclamation Water Reclamation Unit. But other than that, everything is sitting in my office and we're hoping to get this thing up and running and start using it within the first week or two of April. So, we just got to find a place to locate it. I know that Dania had mentioned she potentially could house it. She is out on medical leave. Maybe, Jeff and I can chat about potentially temporarily storing most likely the just the Power wash trailer.

Jeff: Right, yeah, you can do that.

Michael Trimble: OK, great fantastic. And the good news. We came under budget, so we had \$10,315 spent. And so, we are just a little over 50% of what was allocated. So great stuff. Looking to have our guys work hard and keep 5th Ave looking clean and I know that there was some discussion about side streets and 4th Ave. I will get started on the other updates, but we might have questions on those, and I want to make sure we have enough time. A lot of good stuff with our springtime promotions.

Laurel McFarlane: OK, just some campaign recaps. The Saint Patrick's Day week in the Gaslamp went well. We also did a photo booth for it at Shamrock that got a lot of great engagement. From the photos taken and this was about the Gaslamp Saint Patrick's Day week in the Gaslamp. We had 854 taken 285 Booth users. And emails collected or 177 that went up to the Gaslamp Quarter and that was on Saint Patrick's Day. We talked a little bit about this at the last board meeting, but that's something we want to have standard in any photo activation moving forward is that there's a social media contest component to it to help too.

Laurel McFarlane: So, I'll have Jenna talk about opening day Easter and then I'll touch base on the taste of Gaslamp and the music series if that works. And so, the next two activations that we have coming up are for opening day and for Easter.

Jenna- McFarlane Promotions: April 14th is opening day. April 17th is Easter. On the right side of this slide you see the two brand assets for the two activations, and I'll explain a little bit on the next slide about. Opening day, you've seen this before were because we had to wait for actual opening day to get here. So, we're very close now, but we are doing a live silk screen print shop at 5th and market, and we'll be giving away free t- shirts and people get to choose their design and color. We are just having to work with the print shop and the designer going back and forth right now about making sure we have the right number of colors that are going to work on. Easter, so we did switch up the Easter activation a little bit on the last meeting we talked about how we're doing a pop-up plant shop which we are still doing, and we were going to give away free succulents. We decided for right now to table a free succulent concept. We might use that down the road for another activation because we brought in something that we are very excited about, or at least I am very excited about the alpaca photo booth and a picture frame and faux plant backdrop for people and then a professional photo booth. And one other new thing that we are doing for both Easter and opening day is that we are adding curbside bike rack banners to promote the activations. So, you'll see the Easter one's going up probably tomorrow, if not the next day. They're already at the printer.



Laurel McFarlane: OK, so this is the taste of Gaslamp. We're doing it Saturday, June 18th from 1:00 p.m. – 4:00 p.m. We need some help. If any of you obviously on here that are restaurants, we'd love to have you sign up. We're really trying to just bring this back. I know Little Italy has done 2 tastes already and Hillcrest has done their taste, so I think it's time for the Gaslamp to come back and do their taste and to bring people back down. We're working on getting restaurants signed up. Of things I think we're going to try and just keep it a little simpler. We're currently at 4. So, then the Gaslamp music series, we will activate quite heavily in the summertime. To really draw people down, but what we want to do now is offer this music series for anybody members in the Gaslamp that are doing live music. The goal is live Thursdays, and any restaurant, bar and rooftop are encouraged to do music and to have music, and we'll promote that calendar every Thursday all through the summer. This will go on June through August, just like we did for the summer series.

Michael Trimble: I think it's a great idea. I mean it, it gives a lot more participation to merchants.

Laurie Peters: I think it's a good direction. I think it's just wonderful and I think I mean it's scaled down, but I think that's the kind of scale down we need to do right now. So, I think this is great.

Laurel McFarlane: So, the next board meeting will be coming up with our series or summer series.

Michael Trimble: Thank you Laurel, and thank you, Jenna. Any questions?

Bruce: Hey Michael, this is Bruce. I had a question sure, hey, regarding the music program without being a buzzkill. I know there's some licensing things and things that need to be addressed with PD Entertainment, permits and stuff like that. So, I just wanted to make sure that's being evaluated also, and I can help if you need anything.

Michael Trimble: Yes, that would be very important because we want to make sure everyone has the right permits to have like live entertainment. Do you have a list of merchants in the Gaslamp Quarter that have them or are looking to either update them or apply for them?

Bruce: Yeah, I do have a list. And maybe it's maybe you Laurel and you and I or something like that, off this meeting can talk about it, cause there some rooftop stuff comes into play- Conditional use permits just stuff like that maybe should be addressed before we start going for it.

Laurel McFarlane: Yeah, the biggest thing is consistency, so we can at least get 10 or 15 venues. This is where you go find live music every Thursday like it'll be a fun summer.

Michael Trimble: Alright, thanks guys, any questions? The Gaslamp prominent update. We are moving on to our second Steering Committee meeting with the mayor's office DSD Traffic Engineering and the design team. Friday, April 22nd. Most likely it'll be a zoom call, and I'm not sure what time yet, so I'm just waiting on the powers that be to confirm the RFP for the bollard labor is due to the city on the 4th. I'm working to finalize that so we can get an idea of what it's going to cost to open and close the streets every day throughout the year. I did get confirmation that the city would be able to underwrite that labor cost, and we'd have to talk about how the association would work with either a company or new employees to the association that we would pay for through city funds. So that's good news. No more on that and we'll give you updates as we get grants. Applications coming in the EDA grant. The decision is to be made in April and I haven't got any updates yet, but it's still in its pending state, so we're hopefully going to hear something soon regarding the status of the EDA grant. On the city issued a full RFP for a feasibility study that's due on the 21st of April. So, what this is, and I might have given this to everyone in one of my updates on a Friday is what we did with Carrier Johnson and Kim Lee. Because things have gone up and they're looking for a new company to come in and assist the city to make sure that and this is for the full project, not phase one within this RFP, so these bollards will already be in place and the money that's been set aside that \$3 million have been set aside to do phase one. So, whatever it costs for a company to do an RFP which is somewhere between 500,000 and \$980,000 will not come out of the capital improvement grant or the CIP that we have for the Promenade. So good stuff there. Here we're having a preproposal meeting on Tuesday the 5th where I get to meet with



the applicants that are going to be submitting their project projects to the city. So, I mentioned to see who is throwing their name in the hat. Kimley Horn has reached out to me about doing so. I mean they are a great resource and they have been, you know, great partners for us. Again, the curbside permit does expire on the 13th, and I'm working currently to try and get a new permit through the city, not through the special events department, to make sure that we can continue to keep the streets closed as we, you know, move through phase one. So, working on that North End arch. I've requested to be added to phase one. I've met with West Coast signs this is the company that fabricated the original sign and did all the work in the beginning. In the second update, and there will be hopefully to be the company that will build the second arch. And that's obviously we'll be going to RFP once we have the EDA grant secured. Financially, and so if we could get half raised by our property owners and half coming out of the CIP fund, we would make sure that gets built in phase one, so that's great stuff. The existing archway is to be repaired and retrofit, retrofitted in July it's \$125,000 and it's something that's on my project plan for neighborhood parking. This next fiscal year, so I've already spoken to the city about that, making sure that it fits the criteria that the parking districts will approve, so that's great stuff, because the arch is, you know, as an iconic arch, and if you look at it today, there's more than 50% of the lights are out. And we really need to make sure that thing gets back up bright and looking great because it's all neon. It's very old. It's very expensive to service and so LED will be much more affordable and easier to fix when we lose any kind of bulbs because what happens is in the neon world as I've been led to believe and told that you know if one thing goes down in the neon chain, everything else goes down so it just becomes more problematic. Any questions about the promenade? It's moving forward.

So, the neighborhood parking program FY23 Project Timeline update. Below the proposed programs that have already been discussed and preliminarily approved with the Mobility Department, so we're doing the Gaslamp Arch Relighting. We've increased the parking promotion to 200,000. We're going to be doing a community outreach campaign to update the community and the neighborhood surrounding downtown about phase one and how it will impact the Gaslamp Quarter and what they can expect. So, we're going to be doing some marketing outreach regarding phase one, we're going to continue installing pedestrian lighting, and we are going to continue the curbside program. The presentation to the city is due on April 11th, April 14th to DPMGI. I know Cindy, we haven't met with DPMGI for about half a year or maybe longer, so be ready to come to that meeting please. Any questions about neighborhood parking program?

Gaslamp.org, update I brought this up at the promote committee. We're going to be changing and re naming play to something on the on wave of entertainment, because play is kind of ambiguous it i doesn't really say exactly what it is. So, if you go to the play section, you'll see some restaurants in there, some bars in there and you'll see clubs and you'll see bars. And so, we're going to really try to make sure it's entertainment oriented so it would be more like clubs, more like comedy, more like art galleries. Things that have more entertainment. Obviously, the theater things of that nature, so we're going to make sure to clean that up, so it has a little bit more consistency. We are working with formula marketing. Our stats have really been on the rise, and this is December, but I got a full report for March. Right before this meeting and I did not have an opportunity to get them into the presentation, but I will send them out to everybody. Oh Alma, I don't know if you want to maybe speak just shortly about how you're seeing engagement going on Facebook and Instagram, but everything is on the rise.

Alma Ascencio: Yeah, the awareness and brand engagement for our audience to Gaslamp quarter has been up both on social media and website. Been working with formula to update the SEO within the pages and doing blogs and just working with them and leading them to just optimize our website to high speed. We're still working on the website and hopefully with the entertainment page updated, we're going to just clean it up and make it much better.

Michael Trimble: And another interesting. The blogs that Alma has written are getting a lot of traffic. I mean just those unique stories and those unique articles are getting a lot of engagement. People are spending a lot of time on that page and our you know it's getting a lot of great feedback. So, Alma has been doing a great job. You know, coming up with new articles and working with formula to keep Gaslamp content fresh and constantly updated. I'd also like to report that we have taken our all our marketing and PR bilingual so every press release that goes out is translated into Spanish by Alma and she is our direct contact too in the Latin market in San Diego. The Mexican market is a huge asset to Gaslamp, and she's been getting a request for interviews. I think she did her first news interview was the last week.



Alma Ascencio: Yeah, for Saint Patrick, so I was reach out by Univision so it's good to reach the Hispanic market about all the great things coming up in Gaslamp Quarter. It's good to get the exposure out there.

Michael Trimble: Yeah, it's fantastic, so that's something we haven't done in the past, and taking advantage of Alma's skill set where you know drive more people to Gaslamp quarter from the Hispanic market. So, congratulations. I look forward to seeing you on TV more. Any questions regarding gaslamp.org? And one last thing, we are still selling ads and working with new potential sponsors. We just got the Westgate and AquaVie join as friends of the Gaslamp Quarter and they're in the process of, you know, buying some advertisement on the website as well.

Alma Ascencio: And as well with Universal Films, we're working with them so we can have one activation during GLAM. So, I'm working on that as well.

Michael Trimble: Oh, that's right. So, during pet parade universal came in and did an activation for Sing 2 and they were so impressed with what kind of traffic and what kind of exposure they got they want to come back and do it again. What film are they promoting this time?

Alma Ascencio: The minions, so they want to have minions like walking around the Gaslamp artisan market.

Michael Trimble: Great stuff. OK, so any questions regarding gaslamp.org? OK so I have just a few updates, just so everyone knows. Our Executive Board meeting, we had discussed a strategy to come up with how we can address the business impact and the tourism impact that the homeless have on our community. And so I've reached out to the tourism authority and to the partnership to come up with a plan to do some outreach to the city, letting them know of the great struggles we're having downtown and we're going to be having that meeting on April 11th so we can meet with the Mayor's office and see we can do to get some more support downtown and whether that be more funding for the Gaslamp Quarter Association to help bring in more bodies to you know keep people moving along but we have to do something. It's something that is daily thing, a daily struggle. It doesn't look good for visitors for conventioneers and it's something that we just can't turn out a blind eye to because I know we're in kind of a difficult situation with legality of what we can do with our unsheltered population. On another note, I just sold a \$25,000 banner program too. Apartments.com Sarah helped me with that one and the bio convention has also been closed at \$15,000 and these are all net profit to the association. Comic Con has been confirmed and we're just pending and waiting on what film they're going to be promoting and getting them to sign the contract and pay their deposit, but it's been wonderful to see conventions coming back and buying banner programs. It's very profitable for the association.

Laurel McFarlane: I have a question or thing is this will be the first year in three years at San Diego. Pride is back and I just wonder if it might be, you know, we could look at potentially lighting up the Gaslamp in rainbow colors or doing something you know cause it's a big deal. And would be great if Gaslamp did something unique for it.

Michael Trimble, I think at a very minimum we could change the string lights to rainbow colors. I think that's easy to do if we have enough time to make that happen.

Laurel McFarlane: It might be fun if we could do some fun lighting.

Michael Trimble: What's the date?

Laurel McFarlane It's the 16th and 17th of July.

Michael Trimble: Any thoughts?

Jeff: I think it's a great idea.



Laurel McFarlane: I will present it to the promote committee. I will come up with a concept.

Michael Trimble: Anything else? All right, guys, thank you everybody, thank you. Have a great day.

---

**MEETING ADJOURNMENT – Michael Trimble adjourned meeting**  
**zoom meeting ended: 1 hour**