



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, December 14, 2022, | 3:30 PM
ZOOM MEETING

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

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

Aron Langellier
Josefine Jandinger

2. **Minutes approval pending/dismissed until January 2023**

Michael Trimble: I'd like to welcome everyone to the Gaslamp Quarter Association. I'm going to call this meeting to order. And I'm going to start with public comment. I have two minutes. Anyone from the public who would like to speak. I will give them the opportunity to ask any questions or make a statement.

Bill Walton: I love Gaslamp.

Michael Trimble: I love it. Thank you, Bill. We appreciate you, Bill.

Bill Walton: And I love, and I love business. I love and I love people and I don't want to spend my life locked in a car locked in a building. I want to be out, and I want to feel safe, secure and I want to live in a clean and healthy.

Michael Trimble: I agree, Amen to that. All right, but with, thank you, Bill for those comments. And we're going to move the agenda around just a little bit. We're going to start with the executive director of the Lucky Duck Foundation of a special presentation, Mr. Drew Mosier and his team are here, and I'm going to turn it over to Drew and he can make introductions of his team. Thank you so much for being here today.

Drew Mosier: Thank you Michael. I have Dan Novak a member of our board who helps us with our communications and marketing and strategy and messaging and Bill Walton, who's a longtime supporter and friend of the Lucky Duck



Foundation and his wife sits on our board. Michael wants to show some things that we can you know discuss further here, but basically; we're focused on homelessness throughout San Diego County.

Our co-founders are the Patton Stephanie Kilkenny there in the in the bottom row. They match all donations up to one and a half \$1,000,000 per year and they started the foundation in 2005. In 2017, homelessness became the sole emphasis when Peter Seidler, who is the owner of the Padres and Dan Shay's longtime business since the civic leader teamed up to really organize the business sector to try to, you know, apply business principles to these to this issue. And compel action amongst our elected leaders. People usually ask me where the name comes. From you can probably guess the last name like Kilkenny. There's some Irish heritage, so luck of the Irish and then Pats and Oregon duck through and through. He's an alum and major benefactor, and he's their athletic director for several years. And our premise is simple. If you consider yourself to have had some good luck and fortune in your life to share that luck with others, and so we they again compel that by matching all donations up to one and a half \$1,000,000 per year, you can go to the next slide. These are a few of our milestones we have a food and water outreach program meant to reach the unsheltered homeless population to provide some sustenance and nourishment, but also a direct pathway. You know, off the streets. The food and water are a great way to build that relationship and trust and rapport. We've purchased and installed several industrial tent structures that can go very quickly to provide hundreds and hundreds of shelter beds. A lot of the elected leaders love to talk about adding housing. Housing is it's an ideal outcome, but it's very, very costly, and way long term. These shelters are about providing an immediate pathway off the streets to reduce the numbers. We've distributed 5000 winter coats to transform into sleeping bags and after this winter that number will be over 8500 sleeping bags. We funded a multitude of employment and job training programs. I think it's been 15 minutes on each of these efforts, but the bottom line is we raised money to fund, activate and lead high impact homelessness programs. Programs that can be quantified that are tangible that the results can be measured, and. And benefit those suffering to help them provide to help provide them with a brighter and safer path. These next slides are going to go into the weeds, but I'm going to I think cut it off here that that's just quickly. That's a picture of one of the bridge shelters that has almost 300 beds in it. When those were installed, they reduced the numbers considerably of unsheltered homelessness that can come online. Within months for literally pennies on the dollar compared to the cost of housing, and if you ever want a two or one, let me know they're a great way to help people move off the streets and they're called a bridge shelter because it's a bridge to housing and into something more long term and sustainable. So again, I could spend the next 15 or 20 minutes going over this stuff, but I want to keep this short and give it back to Michael because I think you know he and I have gone back and forth here over the last 12 to 24 hours about some of the circumstances taking place on the streets that I think all of us here are concerned about.

Michael Trimble: Thank you, Drew. I appreciate it. Last night I received the video from Chris Duggan from the California Restaurant Association that was taken yesterday at 2:00 PM at Royal India on Market Street. Their executive board was very concerned and very worried about the state of affairs in the neighborhood, downtown in general, and you know the safety of our patrons are the people who work in the Gaslamp Quarter and just generally this is a situation that I I'm sorry I'm going to have to show this to you guys. But I think it's important to see you know what we're dealing with this for our board

It's chilling to watch that and it is very, very, very disturbing. The chief of police, David Nisleg has it. Captain Peterson has it. I've been in contact with them about the incident. We don't have ID on the victims, but the Police Department does have this vid. You know, and really, I wanted to bring this to drew and to your team because of the work you're doing and how you can assist you know us here in San Diego. Get these dangerous people off the street, so I'm going to turn it back to Drew.

Drew Moiser: This is an oversimplification. The homeless circumstances are out of their control. There's very dangerous and unsafe and criminal behavior out on the streets. And we continue to hear this over and over, and you know our one of our most recent initiatives. I think we just launched last week. It's called shamrocks and shipwrecks. And it's meant to highlight what's working throughout San Diego County and what's not, so we can build on what's working and replicate



that but so that what's not working, we can highlight that and correct it and try to find you know ways to constructively approach it and ultimately try to fix it.

So, we've discussed this video. You know, I think, Dan Novak, who handles our communications. I'll turn it over to him here in a minute, but I think you know we'd be prepared to potentially host a joint press conference or press statement with the Gaslamp Quarter Association. Calling on the mayor to implement a more appropriate level of public safety or law enforcement. To protect the common public, the everyday citizen, the tourists, you know business patron, the elderly, the females, the youth, et cetera because that and what else is going on right now in a lot of you know, is just entirely unacceptable for a whole lot of reasons so. Dan Novak, you want to add to that or anything else you think we haven't covered your disjuncture.

Dan Novak Sure, I think you know our mission is to alleviate the suffering of home homelessness. But a big part of what we've done during our six or so years when needed is to call out elected officials very, very specifically, we did that ahead of putting the bridge shelters online. There was a real resistance to do that, and this was right in the early days. This we were able to influence the mayor at the time, Kevin Faulkner, to put those online and pull together the supporting services that are critical to get folks off the street. We've done this a handful of times. You know we on some level, play a watchdog. Although our primary goal is to really help the people who want help in having discussed this with Bill and Drew and Dan Shay an hour or so ago, we think this is a prime opportunity to really turn up the volume and look to get that urgent change to how the criminal element is being addressed by the city, and I know we have someone from the Police Department on as well. We're huge supporters of the Police Department, they need to be given the right parameters and guidance to act to really continue to make our neighborhoods what they were in the past and while you know the epicenter is downtown.

It appears you know Bill Walton has lots of very tangible illustrations of what's going on in it around Balboa Park and throughout the county. So as Drew said, I think we're in agreement at our end that it's time once again for us to be very vocal. Say that you know well certain things are being done and there's a lot of activity. Clearly the results are not accepted. People and that we need to take back the public safety and find ways to get you know, with this video just being one illustration of what we know is happening on the streets really puts some pressure for things to change. And so that's just kind of a tee up and you know how specifically we do that when we do that. As Michael said, the video is chilling, shocking it will get attention rightfully, so and I think going through the press and really highlighting that along with going through our social media channels. We think we can turn up the volume and really try and drive more meaningful, proactive action that will make our streets and neighborhoods safer.

Michael Trimble: I really would like to hear from our board on their concerns, their thoughts, direction

Aaron: I have some very similar videos. I couldn't agree more. You know I had somebody assaulted at my restaurant as well on the two women sitting there eating. Very similar situation. We ended up getting the guy arrested. I also own a couple businesses downtown, but I too am at my wits end with this. Like I said, getting spit at in your face and then having police tell you sorry there's nothing we can do is pretty bad. So, I emailed the District Attorney. She said you do in fact have a stay away order. I said you might want to let the police know. That they looked it up and said there isn't one and I just run-in circles. Meanwhile, this guy sits on my corner and assaults people walking by. I've been there for 10 years. I get it. I just this is just something recent. When you see this video, it's upsetting. I mean, that's somebody's daughter, that's somebody's wife. That's somebody's. You know, sister, it's just not OK.

Bill: It's time for us to come together to stand together and demand action. Because all we get is hypocritical, embarrassing, self-promotion of the great job that our mayor Todd Gloria is doing. Now we just have an out-of-control situation in our city with more than 20,000 homeless people and Todd Gloria, he claims that he has 1666 beds, and he claims that proudly that's 8% of the people who we need to shelter. And we need to provide for them, and our fabulous Police Department is short staffed, and they're hamstrung by the directions that they receive from Todd Glory. And that is



just unacceptable. And Todd Gloria, he just keeps telling us what a great job he's doing, but it's not happening, and he keeps telling us whether we're going to build long term houses. How long has he been telling us that and how many has he built? He's been telling us that ever since he started his campaign for mayor. How many has he built? Not a one, and so we need action and the only way the action is going to take place is if we all come together. Every group imaginable, Gaslamp, restaurants, tourism Chamber of Commerce your business as you name any organization and we're all facing the same problems and we live in Hillcrest on the edge of Balboa Park. We can't go out of our house. The only time we can be even feel somewhat safe is if we're locked. Locked up safely and in the world that we have right now, in Todd Gloria's world, everybody loses and that is unacceptable to me.

Michael Trimble: Joe, did you have something?

Joe Santos: Also, part of the board through this myself. I'm Joe, I been dealing with this for a long time I couldn't agree well with Aaron, and I also have some pretty good video and stuff. I've had a person walk in and punch a girl in the face. They register all sorts of videos. And it might be the same guy. And then we've had others and all sorts of stuff. We're kind of restaurants around each other here, so it we kind of deal with the same nonsense. It's getting out of control and Bill, I couldn't agree more that we're just kind of waiting on an empty promise, but I also want to say the fact that. I don't hear the word mental health at all. We had a million vets. And we put that guy that punched that girl in a bed in a nice home in Coronado. He's still run out here and do the same things he's doing here. There is an issue with the way these people's behavior is with us. It is not about them, not. Having a place to live. We have got to understand there are two issues and we hear. These types of conversations so often and where we really see nothing is on the idea. Do you really think? Any other videos? I'll show you the people we've had 86 from the Gaslamp. The people that have assaulted my security staff every night. Would stay in a bed. Would stay in a house. We have an ignorance to the ability of people to cope with what? They're dealing with. And we'll never fix this because you could put them in a house. Unless it's a jail, they'll be back out here doing the same thing, and I think that doesn't get said enough, and I'm all about housing and beds and stuff, but. What are we going to do? I'm stating the obvious, but it doesn't get stated enough and I couldn't agree with all of you more. But in addition to that, I think we have an issue that's behind our hands. These guys are criminals. They need help.

Bill: I support that Commission statement.

Joe Santos: They need to be put away.

Bill: I support that.

Michael Trimble: I'd like to thank you Joe.

Joe Santos: Thank you.

Michael Trimble: I'd like maybe I to call on Captain Peterson, who has seen this video and we have been in communication all day today about this, so I don't know Captain Peterson. If you want to chime in at all about the current situation.

Captain Peterson: Sure, Michael. I mean, I don't have to describe the video you all saw. It's not, unfortunately for us, that is not uncommon. It's difficult to watch clearly, but that's not news to us, except for that individual. That poor lady who had to go through it. This isn't news to Aaron or Joe or anybody else. This is what you guys deal with every day. You know part of what Bill was saying is. true, you know we have a problem that's far out of control and we're playing catch up. We are limited by what we can do in terms of our ability to displace the homeless based on court cases and direction from, you know, from the mayor's office. And so, we got to play within the rules that we are provided. Speaking to this case specifically, we will my night team's coming out to that restaurant tonight and we'll figure out. Citizens are just frustrated, and they get tired of waiting for the police to show up and so on so. There's not much more to say about that case. We would love to go through there and do many more things, but again, we are we going to play within the rules that we are provided.



Bill: Officer how do we change those rules? Captain is that is he in custody?

Captain Peterson

Rulings that have come down through lawsuits against the Police Department in the city. So, I don't think we're going to change those things, but you know, you all are voters, and you decide and have input into direction and things given by the city through. Through the Gaslamp Association that gets back to the mayor's office and the problem is I think it was Joe who brought up the issue of mental health here so we're not just talking about people who are displaced on the street who have nowhere to go and nowhere to sleep, that's one. Small piece of a much larger puzzle which is that most of these people have some issue going on in their life, whether it's drug abuse, alcoholism, mental health, all these other things play a role in the violence. That is perpetuated on the citizens perpetuated on the business owners. And until we get assistance from the county to make this a mental health crisis and get money coming back in here that can put people with ideas in place. Then nothing's going to change who has seen anything change for the positive. Even going back before Todd Gloria was the mayor. All I've seen and I'm a 50-year resident of San Diego.

Michael Trimble: Thank you, Captain. Howard. I see your hand up.

Howard: Yeah, I just want to comment. I will say that two years ago or 2 1/2 years ago and I've been around for 35 years downtown and the Gaslamp. And around downtown we had the homeless population was down in the 600 range and the tents were in the handful range. Now, two years later, 2 1/2 years later it's 1700 and 500. The increase in the last couple of years and I can only attribute that to the to the political policies that are maybe not only from the mayor, but they're also no one's getting prosecuted for anything. The police don't want to waste six hours knowing that these people are going to be right back on the street the next day. It's also a situation where it's not a static problem if we only had 1500 people to deal with them one at a time and weed that down. The downtown partnership and Clean and safe have done an incredible job than the family reunification program. They've done probably 2500 people. I've suffered, you know tremendously financially with by everyone else getting help except for except for landlords and now we must deal with the, you know these issues. So, it's very defeating but I think we have the will and the attitude.

Captain Peterson: Michael, can I just say one other thing?

Captain Peterson: I'm a super simple person and you know I've been doing this for 28 years and you know, I feel like we can arrest our way out of most things in life and help those who need help. But this this problem if I'm being completely honest, we can't arrest our way out of this problem. We can't put 2000 people in jail. It's that's why I'm saying when I say like there's people out there who are much smarter than me and are problem solvers and run large corporations. This is a problem that needs some really smart, intelligent folks who come up with some very unique ideas. I know the group that was on here earlier. Those are the types of people who are going to solve this. It's not going to be Captain Peterson sitting down at Central Division who's going to solve this. What I'm good at is responding to the things that need to be responded to. And then coming in and cleaning house. But those are individual one at a time incidents. You need massive change over the course of say, two years where you can really see a dent being made in that population, whatever that means, because it's not going to be solved by this Police Department. Taking one person off the street at a time. There's very little prosecution of cases going on right now, which means that nobody is getting prison or jail time on the things that are happening that are specifically focused to the group I'm speaking to today. So that that isn't probably another group that you know you need to ask what's going on, which would be the city attorney and The District Attorney. You know why? Why are the committing cases and not having them prosecuted? I don't know the answer to that, that's not, unfortunately, that's not my business. We do the front-end work, and we leave it to somebody else to decide whether they're prosecutable

Michael Trimble: I know Cindy, you had your hand. Like to hear from our board members, Cindy.



Cindy: So, well, two things regarding the video and what the police can do. I have a restaurant at the other in the Marina District as well as a business in the Gaslamp. This guy has been around. I mean, I recognize him. He's been around at least several weeks and he's violent.

Michael Trimble: So, I still think bringing light to this situation that you know maybe a lot of people in San Diego don't know. There's value in that you know, there's value in the pressure putting on City Hall to you know, make changes, make drastic changes that will help the police you know be able to get these people off the street quicker and so I throw it back to drew and kind of asking again what you what you're thinking about and what solutions you might have to bring to the table.

Drew Moiser: Well, I think it would be helpful to get the videos that were referenced earlier by Alan and Joe and others. I can put my e-mail in the chat. Those would be good to have, and I think you know we're in the middle of drafting confidentially crafting messaging for what this message would be, and I think the question to this group or to Michael is, you know, would Gaslamp want to stand? By or with Lucky Duck and Bill Walton. In in calling for a more a more appropriate level of enforcement and public safety. Is really where our heads are at right now? You know, I clearly think there's enough people that that are unsafe that are fed up with the current circumstances that you know, despite what Captain Peterson is saying that this is a I get. It's a systems issue, but we think there's some short-term changes that can improve the safety and you know state of affairs. It exists as it exists now, Dan. Do you want to add anything to that?

Dan Novak: I think that's right, and we want to demand action. It's always helpful if you can be specific about what do we want to see, and Captain Peterson understand the challenges that you guys legally and or from an internal policy standpoint are fighting. We try and provide ideas and solutions and you know ways to drive proactive efforts that will make a difference, and given you're living it every single day, we would sure appreciate your thoughts and insights on what can be different now within what is controllable.

Captain Peterson: OK, I'll just it's going to be I'll try to keep it brief so my personal feeling is that if you could lessen the number of contacts before we had to do a rest. Clearly the offering of the services is a very important part, but as was mentioned earlier, there's only a the only a certain percentage of people are earned are interested in those services, and clearly once we get people interested in those services, it's very easy to move them along through a process where they're put in touch with groups that get them on the road to success. That's that is of in itself not the issue. The issue becomes when people refuse services, so if we could limit the number of contacts before we can do enforcement, that would help. If once we do enforcement, we get them into a situation where folks are forced to decide between punishment and assistance. Then I think we're on a positive thing, but. Again, you have to force people to charge the crimes, put them into a system and then somewhere within the criminal justice system, start forcing these folks to get treatment for whatever their issue is and put them in touch. In lieu of going to jail or going to prison, put them in touch with groups who want to help them get back on the road again. There's always going to be a certain percentage there that no matter what you do for them are more than satisfied living on the street and doing what it is that they do there. But I think there's a bulk group of people in the middle that we are missing. Because we're not forcing things we force in a sense, we force people who have drug problems and alcohol problems and find themselves in the criminal justice system for those things to get help, you know, they had to go to. A they got to get drug treatment. We're missing out on a boat to get them directed to services through the criminal justice system, so that's a very simplistic view of it and I'm sure we could if we had two hours, I could dive much deeper into, you know, successes and failures, but I think if The Police Department can't be the answer. The Gaslamp association by itself cannot be the answer. The mayor cannot be the answer. The answer is contained in a in a directed approach from a much larger kind of top view down, and again I would love to say I've sat here and thought about it and come up with the answer and nobody's listening to me. I don't have the answer and I don't know what it is and if I had the answer, I would tell you all. And let somebody take all the credit. But I don't have it.

Bill: When the business owners are required to spend their own money. For their own security and safety. Are the business owners able to deduct that money from their taxes?



Michael Trimble: It's a good question.

Aaron: I wish I would have the Police Department around my building.

Bill: Yeah, so you're saying that you're not able to deduct those expenses from your taxes?

Joe Santos: No, but I love the sound of it.

Bill: I would just like to reiterate that we're I don't speak for the lucky duck. I don't speak for anybody else. I speak for myself. And while I'm a supporter of Lucky Duck. I think that we need to get as many people as possible. To stand together and just to voice endlessly, are complete disapproval of what's going down here because if our silence is going to empower the people who have the power to do something about this. And if we don't keep making noise if we don't keep showing the evidence, and I hope that all of you will submit however you want to do it. However, you can do it, submit the videos and the physical evidence that you do have that the more that we have, the more powerful our message will be. But that message must be united and clearly delivered. And we need to support our Police Department and not just leave them hanging out there to where people end up blaming the Police Department.

Drew Moiser: Yeah, and we would agree. I think with everything Bill just said. I'm not afraid to have the tough conversation or say what might not be popular or call out, you know elections or whatever we're

Michael Trimble Thank you, Bill. Howard. You had something to add?

Howard: I just want to know the downtown partnership. I'm sure Drew you guys have been working with them and they presented a very detailed 5 or 6 point. Maybe Alonzo can talk about, but they presented a very detailed plan on what they thought should be done to start, but they're you know they have the biggest net in downtown of the largest owners and the business owner's property owners, what have you? I think they need to be big time in this conversation we can get, you know, the East Village. But the downtown partnership has the largest voice, and you know in the area. So, I think Betsy is definitely on this, but you know, she needs to be a part. Of this big production that we're going to do.

Drew Moiser: I think we're as soon as we get our messaging, we're happy to share it and, you know, with a quick turnaround, ask people or invite people if they want to sign on and support. I think the Partnership's is a key partner, you all are East Village. Hopefully we have better understanding who we are and what we do. And Michael, we can huddle up here after you have a chance to have a deeper discussion with your board.

Michael Trimble: Wonderful thank you guys, I really appreciate your efforts and your commitment to this.

Bill: And thank you, Captain Peterson. Let's go.

Michael Trimble: Thank you. So, I so Alonzo I'm going to turn it over to you since you would be next to speak on this and you know, you're very relevant feedback as well.

Alonso: So, Michael, thanks for sharing the video. We've been in contact with our security team. They're actually out there waiting for the restaurants to open at 4:30 to gather more info. In regard to the victim and trying to get this person identified at the minimum and getting the word out to folks so more details to come on that I'm going to share my screen. Michael, if it's OK, I just have a quick. Update you want to get folks. So, I wanted to provide some overall downtown updates on some things that we've been doing. As everyone knows, we do it the monthly one discount in the area. We also have some updates around our on-House care team members. They have a new team member that works specifically the Gaslamp which I think some of you have already met. So, with that I'll get started with the homeless account I wish I



was coming here with better news. I think it's fair to say that I think everyone's aware of the homeless count and where we're at. Unfortunately, there was another increase in the count we conducted, so in the month of November we counted 1606 individuals in downtown. That is a 3% increase from the month of October. Part of our count also includes tent structures, so we keep track of how many tents we're seeing out in public right away. Unfortunately, once again there was also another increase. We went from 500 tents counting to 585 in the month of November, so a 17% increase from month to month for this year. And then year to year end totals once again. Significant increase from last year. Last year we counted 1124 total people in the downtown market versus the 1600. That is a 52% increase in the amount of folks that we've counted from exactly a year ago, and the most significant decrease that I do want to highlight is 10 structures, I think a lot of people will tell you don't need us to do an account to tell you how bad it is? Out there in regard to 10 specific November, we counted 585 tents and exactly a year ago we counted 297. That is a 97% increase from exactly a year ago, and if you look there at pre pandemic before COVID hit, we were averaging about 73. We counted 7073 tents in November of 2019. So, while it's not all obviously bad, I think it you know sometimes in these, especially for our team, right? Because they're the ones. Out there, you know. Part of my branch you know cleaning up a lot of feces, you know, dealing with a lot of dangerous people. I think it's also important to reflect that there have been some at least some improvements, and while unfortunately we are seeing more people onto the street and we are seeing more tents, the picture that's here in front of you at 17th and commercial or 17 than imperial. At least specifically to the southern part of East Village. These pictures were taken back in June of this year, and in the last couple of weeks. I know that there was additional enforcement and abatements that were being conducted by the city. So, these areas, well, once again while we have seen an increase in tents, they have gone better in regards. To the amount. Of trash that seen the public right away, there has been a significant decrease. In the area with these types of images. Another big issue that we've been working in downtown. A lot of people are not feeling safe walking around downtown. We did an audit in downtown of the worst and most impacted areas, and we identified a couple of months ago that there were fourteen blocks of downtown that were completely pitch dark. We were having issues with people you know not feeling safe walking, having their cars broken into, believe it or not. You know our crews are out there 24 hours a day, seven days a week. I anticipate we're going to have a record year this year so far from July to October. We we've collected 731,000 pounds of trash just in those couple months and we did a quick land in October. Just in the month of October alone, we collected over 170,500 pounds of trash in downtown and last year we collected £140,000 of trash, so we're seeing a 22% increase in trash being collected in downtown from last year. Food vendors I have some at least some positive views on that end. We're seeing about a 90% decrease in in in the unpermitted food vendors this last weekend, and I have the notes here. Looks like we counted 4 individuals on the Saturday through Sunday night. And eight individuals from the Friday to Saturday night. That's down from about 40 to 50 individuals the week prior. So, our graveyard team will continue to be reporting those over to the city of San Diego and Police Department. For enforcement purposes. And we're also now taking pictures of the vans. And their license plate and sending that over to SPD. Quick update on the app, I know verbally I said to download the app. I'm having turquoise, which you'll get to meet here in a minute passing these flyers out to community members. For any janitorial or security services. We launched the app officially in October of this year and from October to today we had 1809 service requests. Out of those 1000 and two 1205 of insecurity related, I'm going to go out and live here and say probably most of those calls. Unfortunately, you know if the clean and safe program was not a was not around, or probably go to the San Diego Police Department in regard to like non-emergency low level calls, so you know it's it kind of allows us to respond to some of these requests in real time and free up, you know the Police Department for more emergency type calls. And I also wanted to provide kind of what the Gaslamp is looking like in regard to service requests. So, since October to now we have 201 service requests that have been created via the new app that we have 152 of those with the majority have been security related. And 42 have been maintenance related. And there's just an image of some of the analytics and some of the hotspots that we're seeing. One of the big news that that we have today and one of the reasons that I have my team member here is we have some exciting news with our own health care team. We just recently surpassed our 3000 clients that we have connected with their loved one since 2017.

So right now, we have a dedicated team member. When you get to meet here shortly, who's going to be responsible for the entire Gaslamp area as well as we're calling like the West W section of East Village. Kind of close to the ballpark between 7th and. So, with that being said, I'm going to stop sharing my screen here. Just a short bio on our new team member, so I'd like to see if everyone could just help me by welcoming turquoise teal, join the downtown partnership team with their most recent experience as both an intake coordinator. With path and veteran advocate for veterans.



Villages, San Diego. When she's not working, turquoise enjoys playing call of duty Xbox and spending time with her two Guinea peaks. She is proud to be from Philadelphia, but is currently enjoying the West Coast, so I actually brought turquoise here in the meeting. So, I'm going to stop sharing my screen. Here for a sec. And turquoise, if you don't mind, I'll have you. get yourself and introduce yourself to the team.

Turquoise: I'm turquoise 10-year veteran. Been in kind of homeless services since 2014. Nice to meet you all. I have met some of you personally as I've visited your businesses. I am a one-woman team essentially right now, so I do try and come to businesses about 8:00 o'clock in the morning and do a morning call with them. Check in and make sure they're OK before I hit the streets. I will piggyback that mental health is definitely something would be nice to get assistance when I can't help someone if I don't have all my tools, so I piggyback with Joe about the mental health, or to build relationships with the individuals that are out on the street and try and provide the best resources to get them from A to

Michael Trimble: Joe, you had a question.

Joe Santos: Thank you for all you guys. Keep doing we see it with our own eyes looking outside my office here. But a quick question on the graffiti. I brought it up a little while ago. We have some graffiti that is on 2nd floor like these guys are climbing on top like here in my office building. And stuff like that. I've kind of struck out on the idea of getting somebody to do it. Is there something that prohibits you guys from doing something? If it's somewhere where you can't reach it standing on the ground?

Alonso: Yeah, generally it has to be with it has to be accessible, but Joe, do you have my e-mail?

Joe Santos: Yeah, I will send info.

Michael Trimble: Thank you, great thank you Alonso. Really appreciate all your time and effort. Any other questions for Alonso? Before I introduce our next liaison, who no one has met yet, but I would like to introduce our new field representative from Assembly member Tasha Boerner Horvath office. I just met today, so this is appropriate that she might be able also to help us with some of the issues we're having, but I wanted to introduce Margaret to the board.

Margaret: Hi everyone. I'm really happy to be here and kind of just hear what's going on. We're new to the district. I actually live in the East Village, so. I live right down there get a nice little front row seat to everything but Tasha and the rest of our staff are mostly familiar with North County, so we're really trying to push getting to know everyone else down in the district and kind of introduce ourselves, so I'll go ahead and put my e-mail in the chat, but I just wanted to make sure that everybody knew that we were accessible. And that we are here for anything you have at a state level. You can contact us. Then we're just really here to work with you guys. So, it's nice to meet everyone. Thank you. For having me.

Michael Trimble: Thank you Margaret. I look forward to working with you in the future. All right? OK, so now that we've gotten through. Liaison reports and special presentations. We're going to move on to company business Gaslamp business. So, I am looking for a motion to approve the agenda the consent agenda. Sorry, the minutes from October 26th, 2022. I know that I sent them out actually incorrectly, but I did forward you guys a copy earlier today. If no one had a chance to read that we can push the approval of the Minutes from October 26th to January. So, if you haven't had chance to do that, you know we can push that, unless people have read it and they would like to make a motion. So, it sounds like we're going to push the consent item to January. OK, a few updates.

The illegal vending. I know that Alonso touched upon this. This is something that we've been working on for years since 2019, but basically. No vending signs were installed on the 14th PD began education and outreach between November 18th and the 25th, and the press release came out from the mayor's office and enforcement started on the 2nd of December. There was a large media blitz that was. Took over that that weekend. I was on quite a few stations, you know



speaking about the PD and their enforcement, and now that they're in and they're doing that. We actually are seeing the results that for the first time in a long time to have no vendors on 5th Ave. or in the Gaslamp quarter is a breath of fresh air and so I know that the PD is going to continue to do that. And to keep the vendors out of Gaslamp. But the last report that I saw, like I said, was four people. Only two of them were in the Gaslamp, it was after 1:30 am and it was a lot of it was on C St. and other places in in downtown so, I know that's been one of the bane of our existence for a long time, but now the fact that we actually have vendors out of the area is a real positive move, so I don't know if anyone has any want and they want to share. All right, so next the Gaslamp Promenade update Howard and I had a meeting with the city today and it couldn't come at a better time because if we had 70 vendors on 5th Ave. every weekend, either we create a Gaslamp promenade for illegal vending and illegal lodging and whatnot, so we are going to be obviously closing 5th Ave. 72 bollards have arrived. They've been ordered and they've been and the city has them, they've have 144 sleeves, so we're going to be installing those 72 bollards from F Street to K St. and we're going to have additional sleeves installed in close proximity to where the bollards were going to be removed, so that or the team that will be doing that will have a very short distance to take the these bollards out of the ground and put them in the sleeves that will be placed for the 12 hour period that the street is open. A private contractor has been hired to pothole for utilities that will start in mid-January. Our logo is going to be installing at least one enhanced crosswalk. I believe it's going to be either 5th and J or 5th and G and just see how it looks and see what it cost is about \$50,000 and intersection to do that, so we're going to do one, and then we're going to roll out the rest. So, we're excited about that. The operational agreement with the GQA is with the city's attorney. The city attorney's office, and they're finalizing the Labor agreement that the GQA will be running for the operation of the promenade that next meeting. Is taking place tomorrow so things are moving fast at the end of the year. City attorney is going to be reclassifying 5th Ave. under the slow, Slow streets legislation. So, after June 30th 5th Ave. can remain closed on that temporary basis at 12-hour period. So, January 10th, the city will have the construction timeline ready for distribution, and we'll get them two weeks out to the community, letting them know when they're going to start. You know, digging holes and putting these bollards. Do the entire five block area all you know not all at once, but block by block starting in the morning. 8:00 AM to 3:00 PM Monday through Friday until all the bollards are in so I will be working with each one of the blocks and all the businesses on those blocks. To you know, coordinate scheduling, their deliveries of U.S. Foods and all the providers and working with trash to make sure that a trash gets picked up and so we'll be working to have a schedule set up so we can actually get these bollards in quickly with this least amount of disruption as possible. January 10th next meeting with this team on the 24th, we're going to be having a site walkthrough from 5th, 5th, and F All the way down to K St. So, Aaron if put that on your calendar. I know we had talked about you attending. I think that the city has made the decision to remove all the bollards every day as opposed to just the fire lane, but I think it still needs another set of eyes, so if you're still available to do that. Please put that on your calendar and then the final meeting, which will be probably right before construction. It will be February 13th, so the fact that we're ready to install these bollards after so many years of discussing this is a huge holiday gift for the Gaslamp. So excited about that. Any questions? All right? I'm going to turn it over to Alma, who has a digital social media marketing update to share with everybody.

Alma Ascencio: I will be sharing with you guys, the social media, and the digital media November December recap. There has been a growth from previous months than a million impressions. So, it's a 13.44% growth from last month. The engagement as well has been up. A growth 22.7%. The Post link links to 200 growths. The World Cup viewing party had the engagement rate per impression has grown. 8.2% has our audiences 0.4% and the total messages received 53.5%. that's direct messages and comments. So, the goal here is to continue growing. Each month, which is we're in the right path. Now I'm going to be talking about the Gaslamp and World Cup Activation party. The activation happened from November 25th to the 27th. We did the digital assets as a trading card, but also maintaining the branding of Gaslamp quarter. We featured them some of the most important games of this of the season. The USA game, the Mexico and Spain game, we have free flags. The flags were extremely popular. We doubled up on those important games, the Mexico Games, the flags were giving out and we're done with the flags by 10 minutes. We had a bar. The bar was very successful. There was always a huge line. I did weekly promotions and post stories. I did interactive content. I did live coverage for the three days I was there covering the event from start to finish and as well these social media ads and digital ads. As well, did an Eventbrite ticket link which obviously was free just to have an idea of how many people were going to come and join us. So, we had over four 4000 people who that grabbed those free tickets. As well, when I was there and interacting with the attendees, had all people came from LA. I met a group of friends that came just from LA to come to the world cup Gaslamp event. My



digital ads target was San Diego, San Ysidro, Tijuana, and LA, and after the games ended, these are some of the pictures and content I created. I also did a live stream so it's on the Instagram you can see it. There you People felt safe, a lot of kids. It was fun. Michael can vouch that he was there on Saturday for the Mexico game. It was totally sold out. A lot of people. I did tv news interviews. I did 3 interviews I did for KPBS. I did for Fox 5, and I did one for Telemundo in Spanish. Just kind of promoting the event, welcoming people to join us from the border. As, well promoting events in the future, such as the Pet parade. Moving with the pet parade. I promoted the event with post story, social media ads and digital ads, engagement, traffic, and event response ads. Right now, we have 110 registrations which each pet brings its owner, and which is like two or more for people. I secured the pub party location at the Hilton. I have a great relationship with him. I reached out. I talked to Mark, the sales and marketing director and he jumped into the idea and is happy to host the pet parade. Also, I did a dedicated pet parade page with the link to register for the pet parade. As, well I have the Gaslamp influencer program. I am working my micro and national influencers to send them out to our merchants. Get them get visibility, engagement, reach saves, and shares. Create a conversation within the influencers and sending them out there. Obviously just by what we need from you is just a comp meal for the influencers and they will create the feature. I'm going to start reaching out to a lot of and start adding merchant to my list. I worked with influencers SoCal Nation to send them and cover holiday happenings in Gaslamp. I created the Gaslamp holiday Bucket List blog on the website as well as a social media feature so you can see, I've created Gaslamp holiday bucket list part One, Part 2. I'm going to be posting this week part three and part four and throughout the month. As well, working the Gaslamp NYE blog and feature on social media I'll be updating it daily as I get more. As well, I've been visiting merchants to create holiday content. I visited barley mash. I visited Cali Ice Cream, Cafe Sevilla, so those features will be up in the coming weeks. Stay tuned for this Saturday for doggy content during the pet parade, lots of jolly fun will be up on GQ IG.

Michael Trimble: That's wonderful. Thank you all. Lots of hard work, a lot, a lot of passion for the neighborhood and a lot of good things to drive more business to our merchants. So great job. I know you've been doing working hard. With me and with Laurel and her team, and with, I'm going to turn it over to Laurel, who's going to give us some more details on some of the promotions. Some of the plans and kind of what we're doing for the year.

Laurel: So these are just some photos from the World Cup viewing party I had helped with the North Park World Cup viewing party when it was here four years ago, so I kind of took that and what I did for that and moved and came up with The concept for The Gaslamp so you can see it was just as popular as it was when it was in North Park and this was for three days. These are some of the things we secured and thank you Alma for doing all these TV interviews. I know it was a lot and I appreciate your time for all that, but we got KBPS, the Union magazine, NBC, Fox 5 ABC Channel 8 all came down and in addition negotiated. With UM Budweiser, they gave us a bunch of swag to get give out and then they also ran UM free radio spots with us on 91XC90 and 92.5 promoting the event as well and the Gaslamp quarter and that didn't cost us anything. So next slide. So, it was a really good promotion pet parade as you know, is coming up. There was 100 and I guess 8 or 10. I think I saw a couple more register as well we also have a TV spot tomorrow at Fox 5 for the event we book. We've also had some radio spots for us for the parade. We also got the goodie bags we have the Euphoria Brass Band leading it off, and then we also for the photo we have a like an ornament still walking ornament. This Saturday Dec. 17th 1p.m. 2-5pm. Pups at the pub party taking place at the Hilton San Diego Gaslamp Quarter. We have goody bags for the attendees. 6 vendors and 2 dog rescues for the pet parade. We got drinks, bites, free puppy ice cream and holiday music. Fox 5 news segment- in studio preview, Thursday at 8 am. Grand marshal Bailey the Poway yorkie, derby California, he is a therapy dog and has a children's book. We have the holiday bike rack- jingle and mingle in Gaslamp- a schedule of the holiday events in GQ. We dis Christmas and NYE graphics to give to Alma to promote events. The upcoming activations Superbowl, valentine's day, opening day, and easter. As well Gaslamp Hoops Madness- Final four activation, Saturday, April 1- Monday. April 3rd, surrounding all the final four games, 2 semi-final games on Saturday and championship game on Monday. Watch patty and interactive tournament-style activation with basketball courts. Moving to outdoor advertising- billboard locations locked in for January, full days, long nights campaign. Spread out around San Diego to promote Gaslamp Quarter. Other updates, light pole banners (looking into Jan-march) Forbes article out. Merchants' spotlights, Gaslamp holiday release and Gaslamp dining update release.



Michael Trimble: Thank you, Laurel, and thank you to your team. For all your hard work. All involved we're a small but mighty team here and we want to make sure that people come down, enjoy themselves and be safe at the same time, so thank you Laurel for your hard work and thank you Alma. Thank you. All right, before we leave, I know that this was a long meeting with a lot of things going on regarding the homeless situation. So, if anyone has any additional comments they'd like to make, please feel free to do that. I'm going to reach out to Drew and see what his plan is and work on some of the legal logistics on getting that footage if we can use that. I'll also be reaching out to the partnership, but I just think that we need direction from everybody and make sure that everyone is comfortable of us moving forward with that. Does anyone have any? Any comments that have that have not spoken already?

Aaron: I think it's time. It was great. Having captain on here because they finally arrested the guy sitting on the corner all day.

Michael Trimble: Thank you. I want to wish everyone a happy holiday. I thank you all for your hard work and service to the board and to the neighborhood. It's a pleasure working with everybody. Hope you guys have a great time with your families. We'll be working here until closer to the end of the year and we'll let you know the schedule. But we'll see you all in January at our next board meeting. So, thank you all for attending.

Aaron: Sounds good, have a good night.

Lori: Happy holidays to you too.

Michael Trimble: Thank you.

MEETING ADJOURNMENT –meeting ended: 1 hour 56 minutes