



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, February 22nd, 2023, | 3:30 PM
Parq Nightclub and Restaurant

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

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

Carlos Becerra
Josefine Jandinger
Mikey G

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

Michael Trimble: All right, so I'm going to turn it over to our illustrious chair Carlos Becerra, who's also hosting us today.

Carlos Becerra: Thank you everybody for coming in. It's nice to see everybody in person. Appreciate it.

Michael Trimble: Meeting starts at 3:37 PM. All right. Thank you all. All right let's move on. So, we we've taken role and we do have a quorum. So, I'm going to call it to order. And is there any non-agenda agenda, public comment, anyone?

Mikey G: I am relaying a public comment for somebody else. E-mail sort of long. So, I think I'm going to choose to summarize it just to get to the point. But if they wanted to make sure it was heard, this is from an executive at the Hard Rock Hotel they lost. Saying it's loud enough for everybody. A piece of business, a giant piece of business with a pretty well-known established technology company that we all know. They remain nameless



and it was due to an advanced team, came out. There's going to be a lot of executives from this company, and they found the Gaslamp to be too dangerous. Too many red flags. Security, red flags that were that were recognized by the advanced team that came out and to look around and that they felt that they could not adequately protect the group that was coming, and they had a duty to protect. They sort of used the legal term, so I think maybe it was contracted. They felt like they couldn't meet it. So, they are looking at other counties and other cities. They were coming out to finalize the contract and tighten up a few things. So, disappointing it was, it was a significant or it's approximately \$400,000 in combined banquet and, so they want to make sure that this group heard that, not that we're surprised, but just to make sure it was, it was noted. So disappointing to say the least.

Michael Trimble: Nothing that they no work around, no increased security, nothing.

Mikey G: That I presume. I mean I just got the e-mail; I presume that they did everything they could.

Michael Trimble: That's unfortunate. Well, that's something we always it's on every agenda. All right, we're going to move to liaison reports. I see Alonzo here. I think you had some handouts, Alonzo.

Alonzo: Clean & Safe: Also announced officially the walkouts. From the last meeting that we had, we conducted 500 requests. 500 Breakdown for so out of those 500 plus. 400 of them. 80% of them were completed within an hour. It's not perfect. We're still running into, you know, sometimes getting information and data out of 139. But please keep it coming you guys. The back has been blowing up. In a good way. So, I after the last meeting. I went to my team and pleaded that they start using the app. I also pleaded that they call in for a service to the Police Department.

Mikey G: sorry to cut you off this. Is not about making a phone call versus an app. You said it. I want you to answer the question.

Alonzo: Clean & Safe: Perfect example for someone laying down.

Mikey G: OK, but it if it really does mean that there's actual resources that could be allocated and taken from somewhere else. I just walked from my office to here. I could have locked nine things on the way. I don't have that kind of time, but. If it really does mean that there's additional resources, maybe we should put somebody on it because there's no end to what could be, it's endless out there.

Michael Trimble: Our team that works in the community Kevin and Dean are constantly, walking around and sending in requests.

Alonzo: Clean & Safe: the last meeting I had you guys, you know. I didn't have at that time, I was saying, we are getting constant request from the Gaslamp Quarter team.

Michael Trimble: So that's very good timing. So, Kotha from the mayor's office. Cannot be here today. And he sent me this e-mail about the mayor will be making an announcement tomorrow at 11:00 AM during our monthly media briefings on streets and infrastructure. Including the growing backlog of streetlights and actions that we'll be taking to address them; 5th Ave. Promenade will also be mentioned. I will send you the press release after. Thank you, Alonzo. So, I might as well just continue with Kotha's update. He won't be able to be here. She's glad that we got through the MTS Hurdle.



I have an outstanding e-mail from Catalina received last week regarding the trash cans you mentioned today. OK, that will be brought up later. So that's the mayor's office. So, I see Margaret Doyle, From Tasha Warner harvest. How are you? Thanks for coming.

Margaret Doyle: We've got 8266 the intern act. This one is also back at the last session. It would provide the internship program for California legislature. That was exciting everyone. We have 8548 which is building units. If a code enforcement violation is found in one of the units, it would allow cities and municipalities to place that violation, and that only one unit, so a lot of residential at a local level in place of that so that.

Michael Trimble: Is the code compliance only residential or is it all aspects of business?

Margaret Doyle: As far as I know, totally residential here. I think that's pretty much all. We are waiting for SD audit.

Michael Trimble: Alright, thank you. I see Jason from Tony Atkins office. How are you, Sir?

Jason: So, Tony, along with that, another senator requested that the expanding fair current program report. If you were to receive the middle-class tax refund and haven't receive your payment, please reach out to me. I know that there's a lot of frustration from constituents get that money that for them, but this is a large program that California \$9 billion. So even if it's a small percentage, that's still a significant number. Feel free to call our office. We're here to help.

Michael Trimble: All right, I see San Diego Police Department.

San Diego Police Department: Walking around sadly here I'm born and raised and see it's shocking. So, my plan is wanting our young police officers involved in the community, feel motivated. We are doing walkabouts every Thursday.

Michael Trimble: Thank you for scheduling these walkabouts. Larry, let me know that you guys were starting. Did you start on the 16th last Thursday?

San Diego Police Department: yes, trying to get walkabouts every Thursday if weather permits it.

Michael Trimble: We've been waiting for a walking presence for a very long time. All right. We'll come out and meet you guys. Any other questions for the Lieutenant?

Carlos Becerra: I just want to say, you mentioned the bike team obviously for our business here it's and it's always been great. So, I feel they are vested, they care, we go out, talk to them. You know, they're always asking what we need. A guy trying to jump off the building across the street a couple of weeks ago. I think you guys did a great job, a little stressful because we're about to open and they handled it. So definitely appreciate that those guys are rock stars for us, so thank you.

Michael Trimble: And they continue to keep the Gaslamp vendor free. I praise them for continuing to keep the pressure on so.



An update for you. There was a request came in from one of your officers on the bike team and his name is escaping me at this moment. But there's confusion with some of the signage on 5th Ave. north of F Street. So that's outside of the street closure. So, they would spend a lot of time towing the cars from the three-minute towing, you know the of the old tow zone area. So, they were towing cars instead of being, you know, in the field. So, I reported that to the city. They're going to change that sign so they don't have to tow all those cars and spend that time trying to clear that area because they clear it and then it will park there. So, trying to eliminate that so they can be in the field more. Thank you, Lieutenant. Anyone else? All right. Thank you very much. All right. We have a special presentation by Danny Reeves and Josh from the partnership. I just want to give you just a little bit of background. This was in 2021 that you guys came to us to make a presentation.

Danny Reeves: We presented this concept to this board back in September 2020 and along here. Back then, the board voted to support the concept and then ask that we come back. For now, they wanted to participate. So, it's the whole thing, right? It was a private project. Now the city sponsorship. For a refund, they selected the team and start negotiating with them. And the exact same concept, different organizational structure, same exact thing. And then if you're looking for, you know, walking directions, put in your phone number again, it's really a way for people to learn and discover the city around them.

Michael Trimble: So, Danny, real quick question, while you're on that whole thing about restaurants and businesses in the area. So, are you going to be like cross referencing the gaslamp.org or business licenses or how is that? Going to work.

Danny Reeves: So, Gabby, you're hearing me.

Gabby: Yeah, I could jump in here. We actually source our data through the Google API. So as Danny mentioned, all of that information is pulled directly from the businesses Google listing that they can edit. So, hours of Operation, phone number, website Things of that nature.

Michael Trimble: So, anyone that's using that platform will be listed on the kiosk.

Danny Reeves: It's approximate to. So, it's about finding something that's walkable and you can easily accessible something that.

Michael Trimble: Right, so you need more than one kiosk to get all the businesses in the Gaslamp? Or would one actually? Because since it's a walking district?

Danny Reeves: So, it will be a network of kiosks. Each of the kiosks themselves will have the same directory. So, one will have to say it's the other, but they'll show the quarter based on where you are. in that general vicinity. This is a way to discover in real time popular events in that area.

Gabby: I apologize if I'm repeating any information here, but our events feed can source data from any website that you guys would like. So, if the Gaslamp quarter has its own website with Gaslamp specific events. That could be integrated into our software in addition to any events happening via the city website DSDP's website. So, we're able to automatically source data without manual input and that will be displayed on the kiosks.



Danny Reeves: OK, finally. Working on vibrancy in downtown, contributing to the vibrancy of the community they partner with local arts organizations in all the markets the idea is yes, they're displaying advertising when in passive mode, but not all the slides are dedicated to advertising they can do. They can do public information, as I've mentioned, and it's really important that these are contributing to sort of a culture and a vibe. For each community. And that can be specialized across districts. So, the Gaslamp Quarter, it's one thing in you know the Columbia District, it's another. So that it's really feels like. You know, identity branding for the community as opposed to just kind of playing across all the, the whole recognizing where you know where there are six neighborhoods. I know there are seven in downtown. These will be in six neighborhoods in downtown Little Italy excluded. That was the city of San Diego decision. And you know, within those six neighborhoods, there are different identities, and we want to make sure that they're on display on, on the units at all.

Gabby: And just to jump in here, Danny, for a quick second. It's smart City actually has a community engagement team who's focused on partnering with local nonprofits and our organizations. And what we'll do is we'll come in and actually Commission artwork from local. Artists to display on the kiosks and those commissioned arts will rotate between city content, bid content and then advertising.

Danny Reeves: Thank you for clarifying that. We have a few renderings here to flip through. This is one America Plaza is what it would look like in the. I think we have two more examples here right outside of City Hall on C St. And in the Marina district. Something I didn't touch on, but I think is important now that we're. Looking at them. Is maintenance so part of the agreement with the city outlines the maintenance obligations of the ice Smart City team. They're required to be kept in like new condition through the life of the program. That means everything from graffiti abatement, making sure the stickers. Making sure if there is any damage that it's replaced or fixed from. The goal is that these look like it says like new for the Life of the Program. That's for two things. We want them to be something that the community is proud to have and to display. We don't want them to look, run down, we don't want them to look faded the through over the 1st 10 years of the program. It's a 10-year pike will replace the CPU, the computing components during that during that 10-year period as well to make sure that it doesn't slow down, doesn't get bogged down. The idea is that it's functional, useful for the community through the life of the program. The units are modular, so if they are very hard to damage. They're designed for an urban environment. They're in urban environments around the country, so they're tested, they're in much harsher conditions in other places where there's snow and inclement weather. San Diego, I feel like they'll have a little easier life. Maybe with the exception of like dog pee or other kinds of pee. But they're built and designed for an urban environment. If they do get damaged, they're modular, they're built in a modular way. So that like, for example, someone decides they want to take a pro bar to the screen. They open the cabinet, they pop out that glass, that broken glass, they pop in a new piece of glass. They shut it and it's good as new. It is Gorilla Glass. It's very hard to break, but if someone were to get really creative, sure they could. But it's designed to be gorilla glass.

Michael Trimble: I've got multiple questions, but the Gaslamp Quarter Association has been exploring this digital option for probably the longer than I've been the director here and it's always been the sign ordinance that has precluded us from actually entering into an agreement with companies like Ike. So, tell me what has changed with the city in terms of the signed ordinance and the second part of the question is, does it have an exclusive with City of San Diego?

Danny Reeves: Yes, but I will answer both parts of that question. So, what has changed is. Well, the sign ordinance is for those who really want to get wonky on this. The sign ordinance is sort of the sacred cow of



local San Diego politics because it is the basis for a Supreme Court decision, the United States Supreme Court. In the Metro media case. So basically, that case said that San Diego can limit public advertising because it's not a First Amendment right based on aesthetics for downtown, that First Amendment exclusion is limited to the city of San Diego can make exceptions to that if there's a demonstrated public so, that sign ordinance issue has been the case all along, with always been the case. The reason we've seen, you know, for example, MTS stops have public advertising on them. Is because they were demonstrating that those stops are public benefit, and the public benefit outweighs the so-called cost of having advertising in the pub. So, the same the same concept applies here. The only difference is that because it's now a city of San Diego project, the city Attorney's office has been able to, I think, more fully demonstrate that Community benefit because they're controlling what the content.

Michael Trimble: So, they have an exclusive for 10 years.

Danny Reeves: Now the city, because they didn't RFS the selected team like Smart City, is the exclusive wayfinding partner of the City of San Diego. And I think they could demonstrate. They call it this exclusive wayfinding part. So, it is exclusive, you know, that's for the area of the RFS, which was six neighborhoods of downtown. Like I said, excluding a little bit.

Michael Trimble: It's the third question. So, when it was run by the partnership, the advertising revenue that was generated within the community was going to be a shared revenue with the nonprofit that bid. As in terms of like revenue coming into the organization to be used for the Community benefit, now that the city is involved and they've taken you guys out of that equation, is the advertising dollars still going to be distributed within the community or how is? That going to work.

Danny Reeves: Good, good question. So, the business model is that just to sort of back it up a little bit. Like Smart City is, you know, paying for 100% of the program, including ongoing maintenance and upkeep, manufacturing, installation. Their revenue split is with the city. The city takes 45% of total revenue with a guaranteed annual basically a floor, so it receives no of ad sales plummet, the city still gets a minimum gear. That said, so that's what is with this Josh. If he's on the line, can speak to this. I know he had a meeting that he was. Sort of trying to play double his time with, but if he's able to jump in, I'll defer to him otherwise. I'll just state that the agreement between the city and the downtown partnership is still blocks to a degree. We're waiting to figure out what that is like and the partnership have both advocated strongly that the revenue that goes to the city, which is determined as public benefit revenue, should stay downtown all of it. What the city does with it is it is not an account that they're able to, so it's a general fund revenue for the City. By law, they can do whatever they want as an as an organization, as a community, are saying, well, its generated downtown, we should stay downtown. They wouldn't have to do it that way. It would behoove the city to do it that way. Likewise, we're working on how much of that actually flows directly to the downtown partnership because arguably, they're a more equipped organization to spend money in a way that the community views as beneficial. And I know that the downtown partnership has committed to your organization to share in that you know, revenue what that looks like is something we're still trying to figure out what the city and then we'll definitely have that conversation with you. The other, is sort of unknown is the locations. So, whether there's one in the Gaslamp or 10 that's something that number is unknown. There's a very robust set of location criteria that the city has given us. If you can imagine what you know, a limitation could be for where they should go that is listed. And we have to check every single box for a location to be a viable location. We'll be submitting for permits for locations separately. So once the City Council hopefully approves this project, we'll



be coming back and doing more public outreach on specific locations. So, the number of locations will be highly determined with how much revenue is flowing.

Michael Trimble: So, if the revenue is generated in the Gaslamp quarter and then it goes to the partnership, but the partnership be able to allocate increased services for that revenue generated like Mike was saying about more security, more cleaning over and above what the bid generates.

Josh: Michael, this is Josh can. I jump in really quick. Sorry, I'm in and out of meetings and I have a 4:30, so I apologize. I'm in Sacramento. The one thing that I just want to share, and Danny may allude to this is we don't know the number of units and so it. We don't know the amount on the revenue, which is a big word because I'm not even sure there is going to be money made on this this project. But like being here is that the investment that we will have in the Gaslamp, so whatever that money is that's generated from this particular project in the Gaslamp will stay for enhanced services. And for the response needed for these kiosks on the public safety element. Uh, that Danny alluded to on the call button.

Michael Trimble: Thank you, Josh.

Danny Reeves: Are there any other questions? Yes, I think I saw your hand. Good question. The city when they issued the request for sponsorship. Issued it without Little Italy included and I couldn't tell you. Good question and I'm going to defer to Gabby on the second part of that or the first part of that question. The second part of your question about the listings, there's no revenue generated from the content on the screen when it's in active mode. This that is all public benefit front end it's information, there's no revenue generated there. So, they will not be selling priority on the listings based on who can pay the most like Google or Yelp does. That'll all be proximity based completely 100%. Nothing will be solved in that in that when the ads are running and let me defer to Gabby that they have a national sales team, most of the brands that will be advertised on there are national or international brands. But Gabby, are you able to chime in here?

Gabby: Yeah, that's correct. We do have a national sales team. So, it will display let's say like an apple or an H&M or something of that nature. But in addition to that, we do also offer discounted rates for local advertising. So, anything outside of those directory listings which are free of charge to local businesses. They can also, at a discounted rate, display advertising similar to national brands.

Danny Reeves: So, Gabby, would it be possible to provide that discounted rate to if it's in the Gaslamp Quarter to just Gaslamp quarter businesses? And likewise, if it's in the Columbia district, it's just Columbia District businesses.

Gabby: Absolutely yes.

Michael Trimble: So, Danny, we know that there's millions and millions of dollars in AD revenue that could be generated from these kiosks. So, the question is Little Italy is not involved because they're not part of the bid or they're trying to do a private deal like the Gaslamp was trying to do. How is that being looked at?

Danny Reeves: They would be precluded from doing a private deal because they're in the downtown community. The project was within the downtown community plan. So, if somebody were to go to PBS. And do



something similar. I don't know how that would work with the sign ordinance if its city were to issue another request for sponsorships specifically that neighborhood I. I think. At this stage, we're not sure how that would work, but when it comes to Little Italy, they would. They would be precluded from doing something like this because Ike is the official wayfinding partner of the city, even though they're not going to be putting. Units in little Italy Little Italy wouldn't be able to go out and you know source a different product into it like a competing.

Michael Trimble: So, what I'm hearing you say is that the city is basically controlling that whole digital advertising, so whether you come for it with the proposal saying we want to do it in our neighborhood,

Danny Reeves: That's right. The city is. very, very sensitive to proliferation of public advocacy. That's why a big reason why I believe they decided to take this over and do it themselves was there's a lot more control involved. The city attorneys involved. The mayor's office is involved. They can say we're doing a request for sponsorships. We're not going to do another request for sponsorships. That means that you know it's limited. You know, the City Council could say we want to do another request for sponsorship, that there's there is some flexibility there, but it's much more controlled in this way than if it's just a private company or a private organization saying, hey, we wanted this, it's because it is a city project.

Mikey G: Question just no, just two comments because I'm not sure it's today it's just that.

Danny Reeves: We just wanted to come to you and provide an update. We've already been to you. We had a vote of support when we came prior, so we just wanted to kind of bring it back to you with an update.

Mikey G: OK. I think the support comes with you know, some strings. The strings are we got we have to know where the locations are. Well, you could put the locations out there based on somebody who looks it up at the city. But if they don't work for us, we're just going to raise hell like. We have done it with many other things that have shown up in the district. And then you're all going to be on the hook to move it. So as an example, the E bikes just show up and. They get put somewhere. So, I would just recommend that you come back to this group at some point. Say, here's the proposed locations. It sounded really good up in. The city and we could say whether those are going to work or not, because if they don't, we'll just band together until they're moved, and it will just cost everybody money. So that's Just a note and then the second thing is. Our issue is going to be related to us get ad revenue from our existing kiosks and obviously the advertisers that are in those kiosks are going to much prefer to be on a digital kiosk, so our concern will be If this money gets sucked up into the general fund vacuum and buys paper clips for somebody.

Mikey G: We lose a bunch of ad revenue on our kiosks that we're going to be soured, so if someone could just sort of keep that in the back of their minds. You know, we have a very we have a specific ad revenue that we get every year from our kiosk and we this is a supplement to that would be great if all of a sudden this cannibalizes that we don't see any of the money then? You know then that that would be disappointing, and we wouldn't love the program, but we want to love the program and support it.

Danny Reeves: I appreciate that, and if I may, just two comments, one on each. Of those points. The static kiosks that you guys have that came up last time, we completely respect. The desire to not cannibalize the ad



revenues that you guys are generating there, that's a benefit to the to the district. We don't want to do anything with that. My understanding is those are mostly local advertisers. I know, to the extent that national brands are advertising there, you know that something will be sensitive to for the most part of the advertisers on these. The kiosk the digital kiosks are going to be doing large ad spends. If anything, it would supplement what is being done. On those kiosks to a large extent, we'll be very cognizant of that and then that feeds into the second part, which is locations. Do you have my commitment? Do you have the downtown San Diego partnerships commitment? I'll speak for you, Josh, but I know you would say the same that we're going to come to you and look when we have locations, we're going to cite them. We're going to see if they are feasible. Going to come to you and say we like these locations. We have no desire to impose these on any one business or on any one district if they're not desired. So, we're going to come to you and we're going to work with you and makes sure you like the locations that work.

Danny Reeves Gabby, is there a geofencing? Or a limitation to how far out the directory listings will go if you keep scrolling.

Gabby: you can place a geofenced location. You could cap it at let's say 30 miles. If you want to, but that's entirely optional.

Danny Reeves: the question was, you know, with smartphones in everyone's pockets, what is the benefit to using this platform versus using, you know, one of the other search functions or just your smartphone is that, was that a good paraphrase?

Gabby: Yeah, definitely. So, what really sets us apart between just a standard iPhone and the kiosk is what we've been going back to, and that nothing on these directory listings can be paid to be placed at the top. So, this is really meant to benefit the public and the local businesses. In the area and that no Starbucks looks say or subway can pay to be at the top. And in addition to that, we really do want these to benefit the pedestrians, both local and visitors to the area and then all of this information can actually be sent to your phone as well via QR code. So, you can take it with you on the go.

Michael Trimble: Well, thanks, Danny. I really appreciate it. I, I look forward to hearing how the financial model is worked out.

Danny Reeves

We'll be in touch about that as soon as we have more information from the city and we're working through those details. Thank you, Michael, for setting this up.

Michael Trimble: All right, let's move on the consent agenda. I'm looking for a motion.

Carlos Becerra: I'll make a motion.

Michael Trimble Mikey, is there a second? And then Josephine to second, all in favor signify by saying aye, raise your hand. All right. Motion passes. Thank you. All right, we're going to move on to Steve. Did you raise your hand too? Yeah. He raised his hand. That's good. All right, Jenna, from McFarland is going to give us our marketing update. Jenna, are you there?

Jenna

I'm here. Hi everyone. I just wanted to give you a little update on kind of where we're at with all of the marketing activities. Most of you probably familiar with this kind of brand. We've been running and campaign look, we've been running this for the last few months and starting in the fall. So, we're starting to phase out of



that, which I'll talk about in just a second, but this is the full day long nights campaign. This is currently what's on the bike rack. There's although it will be switched out pretty soon here. Since the last time we met is we had obviously Super Bowl Sunday happened, so we promoted big game in the Gaslamp. For that, it's we didn't do an activation this year, but we did promote what was going on in the Gaslamp businesses and what they were running for the big game. So, we did a media alert that featured different specials and activations that people were running and then we created. A bunch of digital assets to that, Alma was able to utilize across various social platforms. And then we also had Valentine's Day last week. We did do an activation for Valentine's Day. It was the photo activation that was much more successful than what we had done the prior year, just in terms of aesthetic and shareability on social.

Back in the fall, a monthly release that features a merchant, so we do a specific release based on a merchant that all the picks in February, we actually transitioned that to being about a few merchants at a time. It just allowed us to make the release a little bit more robust so that we can get more traction on it. So, these are the four businesses that were featured in February. That release already did go out. It'll have a second send next week and then we are currently writing the March release, which will feature again 4 merchants and then we are transitioning into spring marketing. What we're going to do is maintain the full day's long nights tagline for the remainder of this spring and then into summer campaign. So, we're looking for something that is much brighter, similar to what you see. So, you'll be seeing an e-mail shortly coming, we're working with all on the categories of photos that we're looking for spring. We're looking for stuff that's really vibrant florally cocktails. The next activation that we have coming up is the Saint Patrick's Day photo op at Shamrock, Shamrock is happening on Friday, March 17th this year, and there will be a specialty photo op that will be branded with GQA marketing branding. So, it'll be in specific. It'll be promoting the upcoming activations that we have so that will be opening day Gaslamp hoops into Mother's Day and Father's Day and Easter so that when people take home their strip and they get their digital print too or digital piece too, it will be a reminder that there are upcoming things happening in Gaslamp. This kind of transitions us into the next campaign, which will be presented at next month's meeting as we transition into what would be spring and summer. So that's just kind of the update on my side. I can answer any questions. Happy to hear any feedback.

Michael Trimble Thank you. Well, thank you, Jenna. Appreciate it. All right guys, just some updates for the bollard installation. If you don't know already, the potholing began on the on February 6th at 7:00 AM. They completed the potholing which is all the drilling. They completed on Friday the 10th saw cutting was completed on the 17th. Excavation and installations were delayed a week due to weather. So, they'll work will resume on March 2nd or 6th weather depending on they issued a new PO for potholing from F to Broadway. So that should start within a week or so. Target date for completion is the 17th of April and I've been in contact with the mayor's office. To do a joint press conference with the mayor's office, the partnership. District 3 and maybe other. Tony Atkins office and you know, whoever we can, we can get there. So scheduled for the 13th of March. That's what we're that's tentatively where we're at. I'm waiting to get a confirmation from the Super on the job. But what they're looking to do is literally have a ceremonial Ballard installation. So, in the press conference, they're going to be lowering the ceremonial Ballard into the ground, you know, with our logo on it and the Cities logo on it. And so, yeah, I'll be inviting everybody. We want as many people to be there as possible, so we invite. The neighborhood and. As soon as I get the date that it's going to go out and the press release will have statements from us, you know and statements from other organizations.

Mikey G: It's only February. Do you? Do you feel like we're? Notifying the vendors that there are additional hours coming so that we don't have a disaster of like trash not getting picked up and us getting deliveries.



Michael Trimble: So, when we were actually going out to, I guess it was 2019 pre COVID we did a service provider town hall. So, I think once we get a little bit more details, we'll probably do the exact same thing and invite U.S. Foods and head Co.

Mikey G: Yeah, I think what we should do couple things. I think we need to get it out there. Like through whatever mechanism social media, e-mail. You know, I think we should have something like this that every restaurant, because there's small providers that you're not getting to because, like, they don't. They're small. I think we should get something like this in the hands of every restaurant. And say, hey, pass these out to every vendor that you got to come walking in your front door and make sure I would even argue it'd be worth the effort.

Michael Trimble: Yeah, absolutely. Moving, I put that request into Duncan Hughes, who runs the traffic division, he said he was going to fast track it. He said the fast tracking would be two to three weeks. I think it's been about two to three weeks that go because that was the one thing when we did. every parking spot in the Gaslamp quarter has been identified. So, if we take 38 spots away from 5th Ave. and we know we have, you know, certain amount we want to try to add and add you know new kind of loading zones and all that kind of stuff. You know, those are the kinds of things that get called out. So, if you guys actually do have a request that you want to change something. So, when they go on paint, they paint it right. All right, this the mayor's tweet is here, or the letter he sent out. I don't know if you guys got a chance to read that. Yeah, that's awesome. And then I know that he then they get did a little bit of a media stuff. Any questions about that or I think it's a really good idea with the service providers and the Flyers.

Michael Trimble: Yeah, we did last week and then, so this is what we're going to go over this right now. So, the spaces as places Grant Parklet Grant program are currently being offered to restaurants that are eligible for this \$20,000 grant and so obviously eligible applicants are locating the city's valid business tax license independently operated, county have development services issued project number right away permit. So, there's a lot of details with this and so I've taken these highlighted slides and I will actually condense this, and we'll send it out again this week so that we have through June 30th to apply for this. There's \$300,000 citywide, so they could definitely cover some of the cost for, you know, doing this parklet.

Mikey G: So, it's either you get paid to build your parklet or reimburse from the parklet. You already Yeah, they are operating, but it's changing so much.

Luci: Places Grant, e-mail that'll go out with it links. Yes, yes, that would be great. All right. So that's good news.

Michael Trimble: So, compliance training still is a requirement for every board member. The next one is February 28th. It's a free for people who don't have it with their company. I'll send out the link again. I sent it out on Friday, but if you guys want to jump on that and then get your certificate. To be off the list. No, not just the next one, so I'll send out the list of what other ones are on the on the docket. So that's the whole thing I'm trying to get them all online because I know we did them in person and it's a log commitment. So, you can multitask while doing compliance training. That's what I always did in corporate America. There will be more. And Mike, he's the first one to get his certificate in so. Thank you. So, there's one non agenda request that came in late. It's the Gaslamp quarter historical foundation we had sponsored them to help them with their fundraiser. There's a handout in front of your table here. So, they were looking for, I believe it was \$5000



sponsorship, so I wanted to bring it to you guys and see what your thoughts were. And just have a discussion about that if it needs to be tabled, we can, you know, I know that the events coming up. We did \$5000.

Mikey G: This is the one we've always.

Michael Trimble: Are you making a motion, Mikey?

Mikey G: I'll make a motion to continue to support.

Michael Trimble: So, Mike makes the motion. Is there a second? OK, Cindy.

Carlos Becerra: So, do we have quorum?

Michael Trimble: No, we don't have quorum.

Mikey G: How many? Wait a minute. How short out missing. Joe and two people.

Carlos Becerra: Well, Steve, are you there?

Mikey G: Carlos is here.

Stephen: I'm here.

Michael Trimble

OK so.

Stephen: Michael, my other my question maybe to solve this would be it was it in the budget, I mean didn't we approve a budget? And advertising dollars and couldn't that come from that budget that's already approved?

Michael Trimble: It would come from that budget, you know, we didn't exclusively write this one in as a line item, you know, discretionary marketing budget I mean we can also vote on it in March. Let's see, we have, Carlos is here. I think we have 8 so that's all right, all in favor.

Carlos Becerra: All in favor?

Michael Trimble All right. It passes. All right. Thanks guys. Next board meeting will be March 29th for the Board of Directors and March 22nd for the Executive Board. And I'll turn it back over to you.

Carlos Becerra: Thank you everybody at the meeting adjourned.

MEETING ADJOURNMENT –meeting ended: 2 hours 15 minutes.