



GASLAMP QUARTER ASSOCIATION
BOARD OF DIRECTORS MEETING
MINUTES

Wednesday, January 25th, 2023, | 3:30 PM
Zoom Meeting

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

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

- Aron Langellier
- Josefine Jandinger
- Jeff Burg
- Mikey Georgopoulos

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

Mikey G: Welcome everyone, calling the January Gaslamp board meeting to order, where we intend today to solve all the problems in the Gaslamp with the stroke of a pen and tomorrow will be a new day.

Michael Trimble: I agree. Thank you, Mikey. I appreciate it. A good way to start the new year. Welcome to the January board of Directors meeting for the Gaslamp Quarter Association. If anyone has anything to say, please tell me, and we will go from there. I will be happy to start the timer now. If anyone has anything to say, please let me know and we'll go from there. All right seeing that no one has anything to say. We will move to the next item of business which is our liaison reports. Since we were talking about this counterfeiter yesterday, I'm going to start with Officer Larry Turner and the captain. And the captain is here. He is on mute. But, Larry, I would like to kick it over to you for an update.



Larry- PD: Good afternoon, everybody. It's a pleasure to be with you. I just wanted to cover a few things and not to get into details on any of those cases, but we can talk about that after. First thing is with regards to neighborhood policing division. They have increased their enforcement numbers. They did that by cutting some of their homeless outreach. They still do outreach and offer services to the folks in your area, but they are putting more officers toward improving their timeliness on the get it done requests that you are doing. The traffic division they will free up a few of those motors' officers a little easier during the day, of course, but can free up some officers to go do some traffic enforcement to help with any of those problems that you have. Our numbers are still low as we've talked about that pretty much every meeting since I've been in the shop. As you know, we've got a new Lieutenant who took over for Lieutenant Tammy Clendennen. It's Lieutenant Ryan Hallahan, and I'd like to try to get him.

And most of you are on my e-mail distro for some of our updates on different crimes in the area, but also with the captain's Advisory Board, which we do the last Thursday of every month. You know we always take November and December off just because of the holidays. Toward the end of the months, but we're doing our first one this Thursday. We don't get a whole lot of attendance from the downtown area. And if any of you want to go, please send me an e-mail. That's all I have unless you have any questions.

Michael Trimble: Officer Turner, I just want to thank you and the and the bike team for working so hard to clean up the Gaslamp and with the illegal vending situations we had last year. It's made a world of difference downtown, and I am sure all the merchants appreciate PD stepping in and cleaning up the Gaslamp and bringing it back to where it was. So uh, kudos to you guys' and keep up the good work.

Larry- PD: I will pass that on to the bike team.

Joe Santos: Sorry, I think when Mikey was asking the question that maybe we were having some problems there we were kind of frequent and we were hit yesterday with something and different than homeless or crazy people out there and we had a counterfeit person really hitting almost every venue down there. What should we do about catching these counterfeits and stuff like that, besides getting them taken at the bank if we catch them? It is too late.

Larry- PD: Yeah, by all means, please call that in. I was going to ask you all. I heard you before the meeting began talking about it. I'd like to see if we took a case on it and we got some pretty good video and photos of them from whichever business provided it to clean and safe, they did a good job of forwarding that around.

Joe Santos: He bought something cheap because again, I believe he's trying to get back change right to make that legal money. I'm also getting that the video I will have for sure because with that area is very cover. The camera, so I've requested our IT guy to send me that clip. I'll forward it and then I'll find out if it was called in. Hopefully while we're on this meeting right now.

Larry- PD: That'll be great. Thank you. I'd appreciate the info on that.

Ali Pouladin: I did have one thing as well. Sorry, I lost the call when you went on, officer. But I'm the general manager over at Nova Nightclub and something that's been constantly happening at our venue and I'm sure you guys are well aware of it is. There seems to be a string of phone thieves around. I'm not sure if this is happening around any of the other venues, but first and foremost, are you aware of it and is there are there any types of practices you could recommend that I have my security? You know, do to maybe be able to help us with this because it's a constant issue in my venue.



Larry- PD: Yeah, and its other venues, it's all around and we've been aware of it. We are aware of it and we have in the past worked on some operations to try to stop that at certain clubs, but I'd be happy to talk with you about some of the measures that you know, we recommend to your security to try to help with that and if you are having a particularly large number of people or even if just one person, please insist that they call it in because we really can't do much about it unless we get the information, so we can put together a crime report, but especially if it's if there's a large number of them in one particular night, that would be very helpful if we can get called to that. And I know for the non-emergency line sometimes that wait time is pretty long, but if you e-mail me after this meeting, I would like to talk with you a little bit more about it.

Ali Pouladin: OK, perfect. I appreciate that.

Mikey G: My team on the on the counterfeit money last night just assumed that this is going to be a low priority for the Police Department, so they just went the clean and safe route. Just again not to get hung up on the phone and not to waste everyone's time. They don't want to go through the effort of calling in because they don't think it's going to materialize. I do explain how important it is that you all get a record, and we understand that. What if we just start submitting our incident reports is that equal to you getting a phone call.

Larry- PD: In a couple of ways, it's not. One is the data from the phone. The incidents that are called in that help in a number of ways. One long term, it helps ensure that we get the appropriate number of officers whenever they're giving out numbers between all the different commands. So, it ensures that central division gets the number of officers adequate to the types of calls we're getting. Other divisions will call in everything you know. We all become kind of numb down in central division to a lot of things and walk right by it and another division, the folks will call it in 10 or 20 people.

Mikey G: Thank you. Yep, I totally get all that. Another way to get more calls, I think from our management teams, would be if somebody called the next day when the volume was lower, and someone had more time to sit on the phone. What about calling the next day?

Larry- PD: To be honest, a lot of times people will call something in like perhaps tonight there's a call of somebody getting their bicycle stolen and it's just, you know, that tonight's just going to be too busy the number of violent calls and collisions and whatnot to take all our officers. On many evenings somebody doesn't come out to take that report until the next morning anyway. So, on some of those. Yeah, if you are too busy to wait on hold for that amount of time. But as I said, if we can get together offline just individually, I could talk to you about maybe some things to help get an answer to your request for assistance a little quicker on those busier nights.

Michael Trimble: Thank you, Officer Turner. I appreciate your time. Are there any other questions before we move on?

Kim: This is Kimberly. You mentioned if we have any of those counterfeit bills to get them to you, I'm the GM for the residents in Marriott and our team picked up a counterfeit bill off the sidewalk recently. I don't remember the exact date, so I don't know we have it. We used it as training with our team. I don't know if you want me to somehow get that in your possession or not.



Larry- PD: Please give me a call if you can after or just send me an e-mail, we can try to coordinate a time.

Kim: I'll get your e-mail from Michael. And then lastly, earlier on you mentioned your e-mail distribution list and if we're not getting updates, I don't appear to be on that list. Maybe Michael, I don't know if you can get all of our emails over to him or if I if you just want me to e-mail contact you.

Larry- PD: Yeah, you'll be on the list as soon as I get your e-mail when you e-mail me today.

Captain Peterson

And Michael, it's captain Peterson. Have you had any more complaints about the petty cab noise? Because we hammered, we hammered those guys the first couple weekend with sites and the feedback I've gotten is that it's been much quieter down there.

Michael Trimble: Yeah, but since the Pendry report, I haven't heard from anyone having an issue. But I will keep you posted. Thank you, Captain Peterson. OK, let's move on to Alonzo Vivas, executive director, Clean and safe. Welcome, Alonzo. Thank you for joining.

Alonzo: Good afternoon, Michael. Great to be here. I believe it was in December, November, so since then been getting some pictures from the app which has been great because now, I can report back to the board as far as like. What's up? The work the team is getting, especially when it comes to complaints from business owners and residents. We just got the invoice from ECHO for the trash that we dumped in December. So, we surpassed 1 millions of trash from July to December, which is staggering 13% increase from the same time period from 2021. So, we're averaging to almost 6000 pounds of trash that we're collecting and then just to note, this is for the entire downtown area, not just for Gaslamp.

Graffiti is on the rise, so please use the clean and safe app for graffiti in the public right away. If it's obviously on top of the building and stuff like that, you work with the city, but over 2500 instances of graffiti that have been tagged in downtown just in the last six months alone, here's just some before and after pictures. So, when we launched in October to December, there's been 246 service requests that the Gaslamp quarter has generated. And out of those, 53 have been maintenance and 186 have been safety. So obviously safety continues to dominate the Gaslamp quarter in regard to the top of the complaints and happy to report that those 74% of those service requests are taking care of within an hour, which is pretty impressive because I think the last report I gave out, we were averaging about I believe 59 to 60%. So, the average response time is getting better just a little bit more analytics on the deployment as far as the time that it takes for safety to get to call, that's 75% out of the 186 tickets for that time period. And then for maintenance, it's 71% and there's 5053 tickets within the same time period. Here's some of the GPS hotspots. These are the areas where people are complaining the most. Not surprisingly enough, that's top part of Gaslamp, so Broadway from E continues to be the biggest area of complaints. I would say the third to that is 5th Ave. between market and Island area is the other hot spot that we're seeing. The other thing that's downtown wide but definitely impacts Gaslamp as well is lights. We did a complete audit of all the lights on the public right of way through downtown and we identified 496 lights that were missed that were out that were just not working and eighteen of those were in the Gaslamp, so while obviously the number in the Gaslamp is low, we want to make sure that the other neighborhoods are taken care of as well since a lot of people do park in the Marina District, City Center and East Village when they come to the Gaslamp quarter.

Michael Trimble: Can you clarify really quick on when you say lights out, is that the entire Gaslamp or one globe?



Alonzo: That's a really good question. I don't know. Let me get back to you on that. Let me get with my team.

Michael Trimble: So, when you when you have those, you report them to the city. Do they give you a time frame on when they would be repaired?

Alonzo: So right now, we are working with the city to address the lights. As everyone knows, the length of time to get the lights repaired throughout the city of San Diego is averaging a little bit I believe over, I believe over 2 to 300 days. And right now, the downtown partnership is working with the city to address this so we can get a faster response time and repair for these lights as obviously it creates a safety hazard. Also, a trip and fall hazard when folks are walking through downtown. Hopefully, Michael, we can give you an update here soon.

Michael Trimble: That would be great. Thank you, Alonzo. I have to say that my team uses your app daily. I use it all the time. It actually is very effective. It's very easy to do. I probably do two to four a day. And so, if people haven't downloaded this app, it's very easy. Thank you for sending out your team to distribute that to directly to merchants, because I think people are still trying to call

Alonzo: Thank you, Michael.

Michael Trimble: Great. Thanks, Alonzo. Kotha from the mayor's office. Welcome, Sir. Glad that you can join us.

Kotha Zaiser: Hello everyone. Good to see you guys. Just quick follow up on some of the items that was mentioned earlier related to buskers. It was an issue in Little Italy as well. They drafted an ordinance that's currently with review with our policy team, so I'd love to connect with Michael on the board. Pick your guys' brains on what enforcement can look like related to amplified noise and street performers, things like that.

And then also on streetlights, I'll work with Alonzo to get the data that he and his team have already collected. So, you guys know the extent of the street light issue we have about 60,000 streetlights in the city of San Diego. We have 11 electricians and so we have not been able to get out from underneath, not only just the backlog but all the new reports that. I mean, it's a game of whack a mole essentially. Mid last year we switched up how we're assigning our team. So instead of 1 electrician going north, one going South, East, West, we basically cluster them all together and hit a community at a time. While that is effective in a way, it means that if Gaslamp was hit in January, you're not going to get hit again until July. We finished the cycle, right? So, we've been in negotiations with the EMEA, which is the Municipal Employees Association. They represent all of the various labor organizations of the employees to basically contract out electrician services, so bring on electricians that are maybe in the private sector or elsewhere and basically use them as an ad hoc service. So, to address the backlog at least, so we get back to 0. Those negotiations are wrapping up soon, so I'm hoping in the next few weeks. Here we have a solid team of external folks to help us clear out backlog and so reporting on Alonzo's app on get it done, whatever your porting method is, if you guys can please continue using that. East Village is really where I get a big bulk of the downtown complaints. I imagine Gaslamp has a lot as well too. So again, Alonzo, I'll connect with you afterwards.

I know last time I saw you guys; street vending was still the big issue. I'm happy, Michael told me last, you know, we had it last week that there are, you know, little to no street vendors now. I don't know if Officer Turner still on the call, but just a huge kudos to him and central division. That was a frustrating thing to work



through with the code enforcement issues, the policy changes. I'm glad that we have SDPD now doing that enforcement. I just got out of a meeting because we're about to start enforcement in the coastal zone as well too.

The district 3 is moving forward with a ban on homeless encampments. And it's not going to be popular. It is going to be highly controversial. It's we're going to get hit pretty hard from homeless advocates and whatnot. And so, we're really just trying to kind of rally the Community support behind this. We've led with a compassionate approach. We've expanded shelter options and the diversity of those options, we've added 61% increase in shelter capacities, we've expanded outreach efforts we've done the humane approach that if you are looking for the help you want and need it, but the issue still persists and while we pursue all these other long-term strategies with drug rehabilitation, mental health resources and reform at the state level, we need a little bit more of an immediate fix here locally. We can't continue to let the quality of life erode, so my soft ask right now is just to put this in your ear that in the coming weeks I'll probably be coming back either in your District 3, asking for a little bit more support on this, and once this ordinance gets a little bit more finalized and concrete, we're more than happy to brief you guys on what this looks like. But I just wanted to kind of put it out there right now that I'll be asking for your guys' help in the coming. Those are the updates I have.

Mikey G: You got, by the way. You got it.

Michael Trimble: Thank you, Kotha. I have one issue I wanted to bring up and maybe you can give you some feedback on. I was brought to my attention via a reporter at the UT about District 3 in the mayor's office, desire to lobby Sacramento to lift the ban on pay toilets, and I know that is a law that standing in California like to have you weigh in and let me know really, where is this at and what is the reality?

Kotha: You say paid toilets? And it's the law banning paid toilets.

Michael Trimble: yes. So, you can't charge for a paid toilet. City of San Diego wants to charge for paid toilets within the city to, like, raise money.

Kotha: I don't know the exact specifics of the recent lobbying efforts for us, the bathroom issues that I deal primarily with are in Balboa Park, we just opened up a brand-new public bathroom over there within probably a day. It was vandalized to the point of not being able to be used. I think they're maybe exploring a European model where you do pay like a quarter or something. Let me get a little bit more info and circle back with you.

Michael Trimble: Great, thank you, Kotha. Any other questions? Alright, I see. Jason still here from Tony Atkins office. Welcome.

Jason: Hi everybody. Happy New year. Happy to be here. It's been a while. I really just want to want to touch base, tell everyone hello and happy New Year. I guess I'll start off with pay toilets. I saw that article in the UT also Michael, looking forward to here from City Council in the city on how they'd like to advance this in, and you know what the funds would be used for. Regarding the middle-class tax rebate, all of those debit cards should be in the mail by now. So, if you or your employees have not received a debit card within the next week or so because they're all in the mail by now, then please feel free to reach out to me. The state budget, as you all may have heard already, we were looking at a budget shortfall the governor has released his preliminary budget. He does not think that we will have to dip into our extensive savings just yet to resolve the current budget deficit that we are predicting. We will get more definitive. It's called they may revise, so we'll have more definite numbers for you at that time. It is the beginning of the legislative session and Tony continues to want to focus on affordable housing. Obviously, homelessness is a big issue and environmental concerns, so if there



are bills or ideas that you have again feel free to reach out to me. And with that I'm happy to take any questions. You may have.

Michael Trimble: Thank you. Thank you, Jason. Thank you. Margaret Doyle from Assembly member Tasha. Borner horeth is here. Welcome.

Margaret Doyle: Hi everyone. Thank you all for having me. Really feel like Jason kind of stole all my Thunder. But you know, I'll do my best. So, committee assignments in the Assembly have just come out. Tasha has been named the Chair of the Communications and Conveyance Committee. She has also requested to be the chair of the Select Committee on sea level Rise in the California economy. She was the chair last session is hoping to be the chair again, but select committees are they're not quite ready yet, so those will come out in the next coming week. SDG& E audit is another big one because we've been hearing from constituents a lot about their prices, affordability, things like that. Last but not least, I just have a couple of more public service announcements. Doing our women of impact awards this year, I'll drop my colleagues e-mail in the chat. There's also web form, so if you know a female business owner or a woman who has impacted your community, please feel free to nominate her. You can nominate yourself. We'll do like a little award ceremony, a little spotlight. And that is in May. But if you have any questions. For me, I would be happy to answer those.

Michael Trimble: Thank you, Margaret. It was nice to meet Tasha at her swearing-in ceremony. Any questions? All right. Thank you, Margaret, for joining. Alright, I see Latrell from economic development. How are you, Sir? Welcome.

Latrell: Hi, Michael. Always good to see you and good afternoon, everyone. Thank you for having me. For those of you who I have not had the opportunity to meet my name is Latrell Crenshaw. I am with the city of San Diego's economic Development Department, and in particular I am a member of our department, Small Business Engagement Unit, which is primarily focused on supporting our business districts across the city. We managed all of the contracts for the city's business improvement districts as well as some of the city's maintenance assessment districts, mostly along the commercial corridors as well as other programs related to supporting small businesses and engaging with them directly. I have a couple things today, but I also want to take the opportunity to introduce our newest team member, I know I've mentioned it to Michael, but we have a new member of our team.

We're happy to say we are finally fully staffed. So, I do want to give him an opportunity to introduce himself. What I'll start with is just looking back at our business support numbers so far, so for the last full month that we have that data for in December, we had received 34 increases from small businesses across the city with small business questions related to programs and offerings that we have and also technical assistance and we were able to resolve 94% of those inquiries within two business days, as I mentioned previously, there's always someone from our team that staffs that inbox. So, if you do have a question about city programs or you need assistance with your small business, we can always refer you to either the appropriate city department address, the issue ourselves, or connect you with one of our amazing technical assistance partners from a number of community organizations across the city. And that is an SD business at sandiego.gov. So that resource is always available. Quick update on return to in person meetings. So, we are preparing all of our community organizations for the expiration of the state of emergency related to COVID-19. What that means in terms of meetings like this. Is since these meetings are governed by California Public Meetings Act or the Brown. That those meetings are the guidance we're receiving is that those meetings are expected to be moved back to in person. I don't have any guidance on what that looks like for public participation. However, in terms of board



participation and board members, we are expecting that all boards will need to be prepared to meet in person. At a physical location, I know that this organization. Typically has in person gatherings, but just we're letting all of our community partners know to expect that soon. The preliminary date that I've been given is February 10th. For that to take effect. We are working on getting more resources related to that. So as more of that information becomes available, I'm more than happy to share that with the group. And then last but not least, and this is a good segue to introduce Sean, we are in the middle of working through the bid budget process for the fiscal year 2024. And the exciting thing with that is we are also going into new five-year agreements. So, we've had an opportunity to think through a lot of the process and work with the bid management organizations to get those budgets set up to go into that on July 1st. And Sean is the one spearheading that effort. So, I want to take the time to introduce him, because now that our team is back at full capacity, some of our district assignments will be changing. So, you may see more of him and less of me. So, I want to make sure that everyone had the opportunity to get to know him. Ask him questions. And without further ado, if he wants to introduce himself and talk about budgets, I will let him do that. Floor is yours.

Sean Playsted: Thanks Latrelle. Hi, everyone. My name is Sean Playsted. Like Latrell mentioned, I'm the newest member on the small business engagement committee with the city's Economic Development Department. A little background about myself. I just came over from the city of San Diego's Department of Finance, where I did economic development, budgeting, and finances on the backside. So now I'm just coming around sort of front and center. We I will be managing a lot of the BID programs, but like Latrell said, you know we're sort of mixing up sort of the mapping there. So, I think the plan moving forward is both Latrell and I will be attending meetings and be your point of contact moving forward. We can open up for questions.

Michael Trimble: Wonderful, Sean. Thank you. It's nice to meet you in person. Thank you, Latrell. Thank you, Sean. I appreciate it. That will wrap up our liaison reports for today. And then we'll be able to move into official GQA business. So, consent agenda, I'm looking for a motion to approve the Minutes from October 26th and December 14th, 2023. I'm looking for a motion to approve. So, I would like to make a motion.

Carlos: I'll make the motion.

Mikey G: Right.

Michael Trimble: Carlos makes a motion. Is there a second? Is there a second?

Nate: I can second that.

Michael Trimble: Nates a second, all in favor, say aye. Raise your hand. So, I. Can see you.

Aaron: OK.

Michael Trimble: OK. Laurie, good. Thanks, Mikey. Thanks, Joe. Thanks, Steve. All right.

Stephen: I'm saying aye to December. I have to abstain for October, though, because I wasn't present. If that becomes an issue.

Michael Trimble: Got it. No, thank you, Stephen. We will note the record. All right. Bruce is a yes. Yes, great. Thank you, Bruce. Kim, did Kim is Kim still here?

Kim: I am here. Yes, and I am, yes.



Michael Trimble: OK, thank you. Alright, motion carries. Thank you very much. So, item of business, our new incoming chair, Carlos Becerra from Parq and founded WSTA Distributing. Carlos Becerra founded WSA Distributing, Inc. and he currently serves as CEO and Chairman of the Board. WSA is a full-service partner that brings products to market for many of today's top wireless companies with their expertise in sales, marketing, technology, and logistics. Carlos Becerra was also named one of the top 100 Entrepreneurs from 2004 to 2014 by The Hispanic Business Magazine. Over the last 15 years, WSA has continued to actively support the Hispanic and local San Diego communities. Carlos Becerra has created hundreds of jobs in San Diego and today actively employs over 100 people throughout his companies.

Carlos: I just want to say thank you for the trust and, you know, being part of this organization now for several years, looking forward to keeping working on it and seeing, definitely seeing a lot of the positive progress that it's making in an area that I think is dear to all of us on these calls every month. So, looking forward to it. And get to work with Michael little bit more so. Excited about it! Thank you.

Michael Trimble: I'm looking for a motion to accept Carlos as our new chair. Mikey G makes the motion. Is there a second?

Stephen: I'll second.

Michael Trimble: Stephen second, all in favor.

Nate: Yeah, Nate,

Michael Trimble: OK. All right, Jeff. Lori good. OK. Motion carries. Thank you. Welcome to our new chair. You'll be able to end the official meeting today. Carlos, who is your first act as the chair of the Gaslamp Quarter Association. All right, thank you.

Michael Trimble: OK, so we have some updates. Gaslamp Promenade bollard installation Update Traffic plan and street closures approved at city. Hudson contracted to do closures. Potholing will begin Monday, February 6th 7:00 AM. Saw cutting 2 street per day. Excavation and installation. Restore asphalt and restriping. Target date for completion Monday, April 17th, 2023. Construction will begin 5th and K Street and work North to Broadway. Bollard is stainless steel with locking mechanism at base. Bollards placed 6 feet apart on each intersection. Communication of construction schedule will roll out 1st week of February to membership. The Ballard program is moving forward. I mean, Aaron and Howard and I met with all the traffic engineers and the engineers from the city of San Diego. This week we went over details on how the installation will work and when will work.

All right. Moving on. As you can see, this is our beautiful Gaslamp arch. It's not so nice the retrofitting to LED's and we're actually waiting for the traffic plan and the approval of that. Gaslamp Archway Retro Fit – Update. Start of construction – Mid to late February. Awaiting approval of traffic closure plan. Coordinated with Hard Rock Hotel valet operation. One week to complete work with full street closure (optimal) Two weeks to complete work with have street closure. Paint colors matched and ordered. All iconic elements scanned and will be recreated in LED. Old Arch power consumption per circuit (6 circuits) 15,000 volts each. New Arch power consumption per circuit (6 circuits) 12 volts each. Requested financial saving to be studied with the conversion.



Will not have to be serviced for 10 years. Weather will not be a factor. Cost of project \$125,264 funded by Neighborhood Parking Revenue. So, I've already coordinated with the Hard Rock Hotel to work on their valet operation.

Mikey G: Got a question before you go on. So, we'll have the street closed. We'll have the brand-new sign working. That seems to me like a beautiful photo op, so we should plan a photographer, drone, whatever, staging to get the right angle. And this is going to be the one perfect time when it's fully working and the streets closed to get that perfect shot, both of photo and video.

Michael Trimble: And we can discuss whether we want to. do a press conference.

Michael Trimble: Any other questions? All right. Let's move on. So, this is the North Arch. This is our first proposal from Repo House. The original sign was made by Roy Flahive from Pacific Sign Company, and they've merged with Repo House. So, this is the first proposal bid that we got to build this northern arch and I sent it out to the Executive Board. I just got it today and so the price tag for this project is \$745,000.

Michael Trimble: Let's move on. So, the parking reorganization project. Gaslamp Parking reorganization project. Plan to remove all the parking on 5th avenue to be replaced by commercial loading and passenger loading zones. Full Gaslamp 16 and ½ blocks inventory completed. Once bollards are in place parking will be rezoned and sides streets reorganized to accommodate ADA, Ride Share and food deliveries services. Combination of loading zones and ADA on corners for ease of operation close to corners on each side street. 34 metered spaces on 5th avenue from K street to Broadway. 13 spaces between L street and K street.

Mikey G: Quick question, Mike. I'm sorry, I may have missed it. I got distracted for a quick second. The number of spaces did you are we misusing. What's blocked by patios? OK, sorry. Where was that? So, is that being the two something after patios?

Michael Trimble: No, no. Can you go back? So, this is Fifth Ave. This is everything all the way from Broadway to L and if you take out, there's nine spaces, 13 spaces between L&K. So, we're talking about 34 metered spaces on 5th Ave. Anyone else have any thoughts? All right. Let's move on with the Gaslamp lighting update. Maintenance agreement with Pro Cal Lighting. F street 4th avenue to 6th avenue both sides of the street. J street 4th avenue to 6th avenue both sides of the street. Install color kinetic light source LED to be completed before June 30th. FY24 plan, E street 4th to 6th avenue both sides of the street k street 4th avenue to 6th avenue both sides of the street, 6th avenue from Broadway to L street only replaced LED strand removed from ACE Hotel project in February. Next, so compliance training update, we need to make sure that everyone is in compliance with diversity, equity, and Inclusion Workshop that we did last year, so we are going to be having some options for in person training and then I know that the city has made concessions to allow some online compliance training. I know that a large majority of our board does their own training, so if you have completed your training for your independent company, please send me your certification that you have completed that and I'm happy to say that my first certificate was Mikey G thank you, Mikey. Appreciate that and just send those in. We need to get them in as soon as possible so we can actually have our contract approved by the City of San Diego. All right. So, with that, I'm going to hand it over to McKenna, so she can give an update on marketing, promotions, and events.



Mckenna: Thank you, Michael. World Cup Viewing Party media coverage KPBS, San Diego Union Tribune, San Diego magazine, NBC, fox, ABC and more. Next, pet parade 2023 it was on Saturday December 17th with 162 pets registered 250-500 owners. Pups at the Pub Party took place at the Hilton San Diego Gaslamp Quarter. We had Euphoria Brass Band lead the parade. 6 vendors and 2 dog recues for pups at the pub party. We had photo ops, drinks and bites for humans and the doggies. Grand Marshal bailry the Poway yorkie and derby California, he is a therapy dog and has a children's book. We had coverage from fox 5, NBC 7, channel 8, 10. San Diego.org and additional media. The Holiday bike banners had the Gaslamp Holiday schedule of the Gaslamp holiday festivities. We did Christmas and new year's digital assets to support Alma social and digital efforts. Moving on the spring campaign Spring has sprung in the Gaslamp. Upcoming activations, The Big Game in the Gaslamp, valentine's day couple's photo op, St. Patrick's Day, opening day and Gaslamp hoops. Valentine's Day in the Gaslamp. Valentine's Day photo op with balloon garland and background wall. Photo booth with printed strips these will be branded and push for parking and gaslamp.org. St. Patrick's Day photo opp, St. Paddy's theme decorations, custom neon sign, magnet place on the bus door with GQA logo. Next, opening day screen printing. GQA branded t-shirts screen printed right in front of you. Activation would occur 9 am to 1 pm. Next, January Merchant Spotlight Taco Centro. Next, outdoor advertising, billboard locations locked in for January for full days, long nights campaign, spread out around San Diego to promote the Gaslamp Quarter. Next, through the entire year we write and distribute releases once a month for merchant spotlight. Coming up next, easter in the Gaslamp, kicking off brunch promotion through the summer, Mother's Day, and Father's Day.

Michael Trimble: Awesome. Thank you, McKenna. Thank you for all your hard work. Alma has been working on social media, getting lots of coverage. So, I'm going to open it up if anyone has any open issues that I'd like to discuss now would be the time. All right, hearing nothing, I'm going to turn it over to our new chair Carlos to adjourn the meeting.

Carlos: Adjourning the meeting today. Wednesday The 25th, 2023.

Michael Trimble: All right. Thank you. I'm going to thank Mikey for being a co-chair stepping in prior to Carlos taking over. Howard also he's also not here, but I want to thank him for stepping in and helping us in that interim when Dania left. So, thank you, Mikey. Thank you, Carlos, and thank you everybody. It's great to see you and I look forward to a happy 2023. All right. Have a great evening everybody.

MEETING ADJOURNMENT –meeting ended: 1 hour 33 minutes