



GASLAMP QUARTER ASSOCIATION  
BOARD OF DIRECTORS MEETING  
MINUTES

Wednesday, April 26<sup>th</sup>, 2023, | 3:30 PM  
San Diego Marriott Gaslamp Quarter

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

- 1. Call to Order – Directors Present**  
 Aron Langellier  
 Josefina Jandinger  
 Jeff Burg

**2. Minutes approval: Josefina, Laurie, Aron, Jeff**

Michael Trimble: Anyone from the public would like to make a statement, 2-minute statement or question. All right, I'm going to move on to liaison reports.

Jason Weisz: Good afternoon, everybody. Jason Weisz, with the office of Tony Atkins. Very good to see you again. Quick updates. First thing I wanted to bring to your attention is Senate Bill 447. This is Tony's legislation that would repeal California's travel ban to fewer progressive states. There is currently a ban that was put into effect when more conservative states started limiting LGBTQ rights. When we first initiated the ban, now we're up to 23. Tony thinks that the ban is not working. Certainly, the issue is important to her is important to California, but she thinks that it is more important to have conversations and speak to people that you may have oppositional views with. Also, the ban really wasn't accomplished. So, she proposed repealing the ban, creating a volunteer donation fund to do outreach to these other states on the importance of LGBTQ rights and women rights. So that's SB 447. It may increase travel to San Diego and to the Gaslamp quarter. Well, other thing is that May rate rise should come out probably around May 10th. That's when the state of California will have a better idea of where we stand fiscally. So, pay attention that week. And with that, I'm happy to take any questions.



Michael Trimble: Awesome. Thank you, Jason. Alright.

Michael Trimble: I see Bridget Naso from councilmember Stephen Whitburn's office. Welcome. Your first GQA board meeting will be gentle.

Bridget Naso: Thanks for allowing us to do an update for you. I'm going to focus on the unlawful camping ordinance and safe sleeping initiative that the council members are working on. As you probably know, it just went through committee last week. Land use and housing committee and it was moved forward to the full council without a recommendation. So, when it comes to full Council, it's going to come with a report from the mayor's office regarding shelter, which was initially our plan all along. But sometimes government works in different ways, and you come in when you come in. So, we're excited that it's going to come together. And if you haven't heard about the ordinance, you probably have. But if you haven't, it says that there will be no camping allowed in specific locations within a two-block radius around a school. Also, near transportation hubs and platforms for safety and we had a list of parks, one of the other council members on the committee asked that we expand that list. We're looking at to see if that's feasible, but when you say you can't be here, we have to provide somewhere else for folks to be, and that's why the safe sleeping initiative we're working on that at the same time. I'm going to backtrack just a bit, so even if there is not shelter available, a person cannot camp in the places that I just mentioned. But if there is shelter available, then a person would not be allowed to camp or have an encampment on a public space without the city managers approval, which is basically the mayor. So that's the ordinance and safe sleeping is a concept that the council member saw in Denver work effectively it started with one site, now they have 8. And it's basically an area that is blocked off to be a parking lot or something of that nature. There'll be security. There would be tent structures. The mayor has \$88 million approximately in the budget next year, including five million for safe sleeping. So, when we're providing all the services and the shelter, we're hoping that people will say yes and take those options. So that's what we are working on.

Maria: This ordinance bans them people from sleeping on any public sidewalk or just does areas?

Bridget Naso: If there's shelter available then it would be any public space, because if there is a shelter space available then we would like them to accept that space that is suitable for them.

Maria: What's the consequence?

Bridget Naso: We're going to continue on progressive enforcement, we use outreach teams, different agencies, and we will approach them with shelter. There'll be a number of different contacts with the person. Then probably up to about 3 or 4, so they can get a citation at around the third time. And then around the 4<sup>th</sup> or 5<sup>th</sup> if they continually refuse shelter that is suitable for them, then yes, in this ordinance they could be taken into custody.

Michael Trimble: I got a question about the mentally challenged individuals that we have a large problem with. They can't make a decision because they're obviously having issues. How's the city going to address that population? And secondly, where is the county stand on assisting you guys with this issue?



Bridget Naso: We already do have peoples that work with us on some of those outreach teams, so I would imagine that would continue, but I also know care court is coming down the line in the fall and care Court is something that the governor has put into place. So, this would actually be a tool that officers could use in order to direct someone to care for as well. So, the enforcement would be you can't stay here, but you can go through your safe sleeping or another location. And if you choose not to, then you could go to care court and deal with the crisis. Or you could go to jail or there are other programs as well for people who are seriously ill, our conservatorship program as well. It will be able to create more of a system to get people into some of those other programs like conservatorship. I know you've probably seen a lot of people that you think this person probably needs a lot to take care of their health and safety, and so I know that Councilmember Campbell and Councilmember Vong Wilbur last year put money in the budget for more conservancy.

Michael Trimble: What's the current feeling on the council right now, I know it was 3/1. That passed at the committee meeting, we're going to struggle to get this thing through.

Bridget Naso: It was moved forward to the full council but not recommended. There was one council member, Council member from District 6 who did not feel we should move forward at all. And the other two council members moved it forward without a recommendation. They wanted to hear more about shelter. The last three counts from downtown partnership, our numbers have gone down 300. So that's just in the last few months. So, we know that that its decreasing right now, especially in the downtown area. But this is going to be a really hard fight. We could never have enough bathrooms to handle everybody who's living on the street. We have substance abuse and counselors available. We have mental health counselors available now. We have hotels. There are the women and family's facility at Golden Hall will be moving into a hotel, non-congregate shelter, so there are a number of people that do outreach. Council Member Whitburn is advocating for everyone downtown. And he has to think about the kids that have to walk to school.

Michael Trimble: We appreciate all your work on this and whatever we can do as the association to come and support during the next council meeting and if you have new information that you can share with me that I can share with the members in advance, it would be super helpful. Any other questions? Well, thank you so much for coming. Appreciate it and absolutely thanks again. Margaret, how are you?

Margaret: Thank you all for having me. My update is a little bit shorter. Our bills are moving through the committee process. We have a couple of our fewer complex bills that have already made their way into the Senate, one that we have in the Appropriations Committee is 8719, which would allow for medical providers to cover public transportation fees for non-medical, non-emergency medical transport. As for our office, we just continue our outreach. If you would like to bring the assembly member out or meet the Assembly member at any point or invite her to an event, please let me know.

Michael Trimble: Thank you so much. Alonzo, how are you, Sir? Clean and safe.

Alonzo Vivas: Before we go on to the stats, there's two things I wanted to cover today. One is our clean and safe app. All those, all of the service requests that we've been getting from both in the Gaslamp Quarter and the other is trees. We are taking a survey of all the missing trees in in the downtown area. The Gaslamp quarter is next on our list. So far, we've identified 3 or 4 trees that are missing in the Gaslamp quarter, some along



Broadway, some along 5<sup>th</sup>, and we are planning to replace those in May. Once again, our goal is to get those replaced in the next couple of weeks. From October to March of 2023, we have completed over 1000 service requests just with the Gaslamp Quarter alone. A little bit of a breakdown on the statistics on those, we have resolved 100%. We'll move the graffiti, but if in order for us to paint the light pole, it's going to take a couple of days for us to schedule that. 80% of all the tickets that are generated are completed within an hour.

Michael Trimble: Alonso is it possible to get this report on a monthly basis just on what's being submitted? My staff spends a lot of time reporting things, you know, in the Gaslamp quarter.

Alonzo Vivas: that's possible, I report these to the board every month. I don't think I was at the last board meeting, but every month since we launched. if there's something more specific that you want, e-mail me and then we can do a customer report. Anyone has any questions for Alonzo.

Joe Santos: During our last meeting, we brought out the power washing. You were offering extra power washing services for a fee. We were wondering how to go about it and we could maybe engage in that or if it's still even a possibility because we'd like to.

Alonzo Vivas: that is still on the table. We can very much customize the time frame the footprint, the area, the type of request, whether it's security, power, washing, janitorial. Whatever that may be you guys want to try it for a fee. And see how it works. You going to try for 12 months? I mean, we're really flexible because we know that the district really needs the help in the entire downtown as well.

Michael Trimble: we sent out a message to the membership and saying for enhanced services, additional street power washing would cost X amount of dollars. For this block you know and then people would sign up in advance and pay for, you know, two months or three months or whatever. If Joe wants to pay for an entire year sign up, he can do that in advance and he would get extra, you know, cleaning.

Alonzo Vivas: And then we and then we run that completely through us through our foundation.

Michael Trimble: If there's anything you can give me along so that I could send out so people could sign up because I know you do your power washing between 2:00 AM and 9:00 AM. And this would be supplemental to that.

Michael Trimble: I know you're there. Would you like to be able to give us a quick update?

Kotha: I can also send it via e-mail afterwards. So that way you can just share with the group. But following on what Alonzo was about to mention with streetlights, if you guys might recall a few months back, we enter negotiations to contract out our street light repair because we just did not have enough electricians with the city to address the backlog. That contract moved forward and will be on the ground starting on May 3rd.

I have a block-by-block breakdown of where crews will be. We're anticipating that we'll be able to address all of the broken streetlights from Gaslamp all the way through to East Village within about 60 days. So once that block by block schedule is finalized and approved, I'll send that over to you guys so you can maybe, you know prepare and when you can expect the repairs. And it's pretty intensive coordination with not only clean and safe, but also our homeless strategies. SDPD you guys know that our unsheltered populations like to tap into these and oftentimes congregate around the streetlights, so you'll likely be seeing crews in a fairly large fashion



moving through the Gaslamp, East Village, etcetera. But again, though that work is anticipated to start on May 3<sup>rd</sup>.

The other update is our proposed budget. So, about a week ago, the mayor released his proposed budget for this upcoming fiscal year. It's \$5.12 billion. We are still facing structural budget deficits from years of missed spending. We're still kind of climbing out of the economic impacts of the pandemic. I will say that we are positioned better than we thought we'd be in terms of the return of revenue, sales tax revenue. I think downtown really bounced back. After the last couple of years. Our key investments are going to be really going back to the basics, homelessness, repaving, streets, and public safety. Bridget touched on earlier about the \$80 million budget for homelessness that includes \$5 million for safe sleeping. It also includes an additional 24 and a half \$1,000,000 to maintain operations at our shelter capacity. We've increased shelter capacity by about 70% over the last two years. And so that cost is just going up. For public safety, we'll have a fully funded Police Department for the third year in a row. We're also adding a few civilian positions to SPD to help lessen the workload and the administrative stuff, the desk stuff that pulls, you know, actual officers away from patrol and away from responding to 911 calls.

I also wanted to touch on phase two funding for the promenade, as Michael said to me, there's nothing included in this year's budget for that and that's accurate. We're still a little bit too early on to start making budget allocations for phase two, kind of where we're at with that process, the feasibility study to determine what the scope of this is going to be. What's going to give us the overall design? The overall cost is going to be concluding later this year until we have that. We won't be making any budget allocations because we don't know what that final price tag might be. Is it going to be 10 million or \$20 million? We want to have an idea of what we're looking at before we start throwing some dollars at it. After that feasibility study will then be the design phase. This is likely going to be required to be a combination of not only city dollars, but federal, state, philanthropic, and so the commitment is there to see this through. Don't want to cause the alarm that because it wasn't a line item this year it's off the table or off our radars. We're just a little bit too early on in the process to start making those allocations. The current phase right now, I think is supposed to conclude at the end of May and then the feasibility study will be done later this year. That's all the updates I had on safe camping. Like I told you guys last month was going to be contentious. It was contentious and we'll gear up again and rally the troops for the next time we come around to council. I think the latest update I got is potentially early June since most of May will be focused on the budget. Starting next week for the budget is actually the department presentations, so each department will be presenting to the Council on their individual. I have a link that has all of the departments and one they'll be presenting. So, if you guys are interested in a specific department at the city, just let me know and I'll provide that link for you guys. That's it, all I have.

Michael Trimble: two things, the \$1.5 million budget for the promenade phase one way. Can we get an update on where we stand with remaining dollars. I know there was talk about doing enhanced crosswalks, their improvements with that 1.5 million. I know there was a shortfall with the neighborhood parking districts budgets, so in any way I can request see where we're at with that budget line and what would be left with what we might be able to, you know, encourage city to do that would be that would be excellent if that's.

Kotha: I'll get you a line-by-line breakdown of what we got left.

Michael Trimble: That would be great. Any questions for Kotha? All right, officer. I don't see Captain Peterson. Is Officer Turner on the line? From San Diego Police Department.



Captain Turner: Hi Mike, I'm here.

Lieutenant Ryan Hallahan. This is Lieutenant Ryan Hallahan. I oversee our law enforcement resources and enforcement downtown that encompasses the Gaslamp area.

I'll let Larry speak up with what he wants to share with the group, but there's a couple things I just wanted to touch on really quick. And then any quick questions please ask. One of the great resources we have obviously for the downtown area is our Gaslamp Enforcement team, the bike team. So that collaboration has been impressive since I've taken over at the beginning of this year, to see the collaboration not only with security management and owners, but it's been fantastic and obviously we want to improve in anything we can.

So, any members of the group here or those in the future that want to reach out to me personally about our team, I'd appreciate that. I know they're very busy. We have a lot of calls obviously on the weekends and one of the things I just wanted to bring up for the good of the team, we did see an increase in cell phones being stolen. I know time is sometimes difficult with time passes, but if we can keep victims there, evidence of the crime, especially when we contact the people that actually did it, it definitely helps long term as far as events that we're dealing with. And that's all I have as far as there's several incidents, as you can imagine. Downtown and Gaslamp, I think that bike team, from what I've seen with my own eyes their enforcement is stellar. We've also did encourage my team to look for any street. We didn't observe any over the weekend. So, if any issues with that, please reach out to me as well. That's all I have. And Larry if you have anything further.

Captain Turner: The only thing I wanted to add was with regard to the neighborhood walkabouts. I know Alonzo's been doing that. We've been doing them as well. It's been great to see some of you out. I'll put my e-mail address in the chat.

Michael Trimble: Thank you very much. It anyone have any questions? We're moving on to board business. I'm looking for a motion to approve the minutes from the March 29<sup>th</sup> Board of directors meeting. I have a motion to approve. Lori makes a motion to approve the Minutes is there a second. Josephine seconds it all in favor. All right, everyone in the room, it says yes. How about Wayne? Are you in favor?

Wayne: I'll, I'll abstain. I wasn't there.

Michael Trimble: OK, Wayne abstains. Bruce, are you there? I don't see Bruce.

Kim: Yeah, I have to abstain. I wasn't there.

Bruce: OK. Bruce is yes.

Michael Trimble: OK, motion carries. Thank you very much. We're going to jump into a social media update from Alma. She wants to go over some of the details from last month.

Alma Ascencio: Gaslamp social media recap for April. The performance from last month increased, the impressions increased 39.3 percent, the engagement increased 26.6 percent and post link clicks increased 81.9 percent. The total audience increased 0.5 percent; the video views increased 17 percent. The main focus on social media is short form content. Next, the Gaslamp Hoops coverage and marketing. I dis social media posts and stories for the promotion, Gaslamp hoops live coverage, Gaslamp hoops ads social and digital media, Gaslamp hoops dedicated page. Also, got Infinium spirits & mixers sponsorships. Next with Michael's support I created the Gaslamp influencer program. I am collaborating with influencers to send them to Gaslamp businesses. The influencers created features, reels and posts highlighting Gaslamp. This month, I had



influencers visit Prohibition, Havana, Cali Cream, Taqueria los chuchys. I am continuing this program. I will be reaching out to the board members soon. Gaslamp April blogs. For the month of April, I wrote 5 blogs about brunch, easter and happenings in Gaslamp. For May Gaslamp's narrative: Sunshine on my mind and Gaslamp Fun." I will be working on a Mother's Day dedicated roundup blog featuring all the Mother's Day specials. Working on the Best Gaslamp Rooftop Blog, featuring rooftops in reels and on the website. I will continue the Gaslamp Best Brunch spotlight campaign on gaslamp.org and on social media. I am leading formula on website changes/events. I will continue influencer collaborations and visiting merchants.

Michael Trimble: There was some great numbers, great engagement, great work. Any questions for Alma. Great job, Alma. Laurel, how are you? Welcome.

Laurel: So obviously you know the campaign. We kept our tagline full days long nights, but just branded it for a more springtime look. These are we talked about the street pole banners that we are waiting for everyone to add their photos. We were able to secure \$5000 sponsor from AB and did \$1764 dollars of the bar. So, it looks like the event will either make a little money or break even, and then Michael and Alma got the mixers, the liquor donated. As you know, some of our budget was cut so we couldn't do an activation, but this was really where we're promoting the brunch season of the Gaslamp. So basically, from Easter to Labor Day is brunch season and the Gaslamp. We are doing the Taste of Gaslamp, last year it sold out and we had a really good participation from merchants, so it should be a good time again. The merch merchant spotlights that we did is the field. This is the April ones we did, and those get sent out and then also only uses them on the website as well. So those seem to be really popular and we're really trying to feature May obviously coming up as Mother's Day and Father's Day.

Michael Trimble: I just want to commend and thank Alma and Laurel and her staff are working so hard to promote the neighborhood and come up with these great promotions and a lot of great advertising and marketing opportunities to put us in the best light. So, thank you both for working so hard. Excellent. OK. The Gaslamp promenade update, we are only four legs away from it actually being 100% complete. There are 119 bollards that are going to be installed in the in the Gaslamp Quarter. So, we'll let you know when that press conference is ready to be scheduled. I will keep you posted.

Maria:

Can I ask a question? Last time it was noon. Now it's 11. What is that? Because I actually really think 11:00 AM.

Michael Trimble: I know that's been discussed not only at this board, but at stakeholder meetings throughout the city and has been discussed because it's a rolling closure. So that's kind of where we're at moment and I really need feedback from the Board of Directors to how we can execute this contract so we can get it back to the city and move it through the city attorney's office. So, what's requested is 11:00 AM is if anyone on the board has issues with that or concerns that this is the time for us to discuss that.

Lucy Burni: I think at the time sounds good. Honestly, I think that he has been showing was actually earlier. It's only the deliveries that they're having issues with, and I know they were addressing that issue as well by adding some additional. Parking specifically for deliveries on the side of the streets and we're working on that plan, and I think that was one of many businesses concerns, but other than that, I think the time.



Michael Trimble: Yes. And by the time that 11:00 AM starts, it's at K St. by the time it gets to market, it's 11:30. It's close to noon. So, it gives us the opportunity to have it all closed down by noon. It takes that long to do that also the 5th Ave. I'll reiterate, will be a loading zone from K St. to Broadway, which will be commercial and passenger loading zone. So, all parking will be removed, so there will be much easier for merchants to have their business service by service providers. Thank you, Lucy, for that comment. I definitely know that it's important and we also will be able to, you know, work with people on a one-off basis if there's a situation, they need additional time. You know my staff will have keys to the bollards and we will work with the neighborhood to make sure that gets done. Thank you, any questions?

Steve: On the cancellation, I think. I mean, obviously we want to push for what we want. And the installation for cause is a lot better than the cancellation for convenience. But I don't think we would have a problem getting any vendors to agree to whatever the term is that we have agreed to.

Michael Trimble: Well, they're going to. There's a section in there that talks about special events, and we will be required to work with all special events over and above what you know is going on through the association. So, your recommendation is to change the word convenience to cause, and in support of the 90 day? Versus 30 day. Any other comments on this document so if no one has any other concerns, I need a motion to approve me moving forward with the city to sign and execute this agreement. Would someone like to make a motion? Jeff, is there a second? Joe seconds it all in favor. OK, everyone in the room, Bruce. Yes, Wayne, are you there? Yeah, Wayne's, yes. Thank you so much. I'll execute this tomorrow.

Moving along, I wanted to introduce Kevin Flatt. He is our district manager who not only runs and manages the Ballard operation on a five days a week for us for the last three years, but he also works with our staff who are on our team. To do cleaning and maintenance and working with clean and safe and really trying to be our eyes and ears in the community. And Kevin and I worked together for years, and we meet on a daily basis and have weekly meetings to discuss what's happening in the neighborhood to try and make the neighborhood look better. Welcome, Kevin. So, Kevin has also developed this spreadsheet that we use on a monthly basis to track what we're doing and have things that we feel are issues in the neighborhood, whether it be garbage, whether it be working with the homeless outreach team from clean and safe and so on. We keep track of all the things that we're doing. Also, submitting reports to your app alone. So, this is kind of the thing we were kind of talking about is the ability to work together. And so, we're going to work on getting a monthly report to the board on kind of where we're at this time. A screenshot of one of the pages, April to date was close to 287 instances using the clean and Safe app. Great. Any questions for Kevin? Welcome to the welcome to the team after you've been on the team for three years.

We already talked about the unsafe camping ordinance. So, I'm going to move on to the neighborhood parking program budget update. There was a \$600,000 shortfall in the FY24 Community parking district. And so what happened was it the carryover from the cities 55% of the parking districts did not come over to our 45%, so they had to make some adjustments at the very last minute before these budgets were approved and each one of the districts had to take between a 25 and .7% decrease in their budgets, so Gaslamp quarter had to take a of \$140,000 hit on their parking district budget for this year.

And I just want to let you know kind of where we're at with that. So, the original bollard operational budget was \$4.19 million. Had to be at 10% cut so there. About a \$41,000 reduction. I have spoken with Laurel and Steve and other vendors that are working with us and we're still under. We're not in the red for operating FY24, so that's good. We did pause the enhanced lighting. Which is on our cross streets for FY24, but we'll pick up in





FY25. And then the other program that is very important to the entire neighborhood is the parking promotion budget and it took a \$19,000 reduction. And so, it really is not a huge reduction. So, this was resubmitted back to the parking district and well will be heard at City Council in May. But we're told that we're going to get back to our original number or at least close to it in FY25. So, I just want to make sure everyone knew that it's it wasn't something just for Gaslamp and it was really for all of the neighborhoods. And there's a new group of people working the parking district they've, you know, they changed some of the criteria that we've been working with and some of the things we've done in the past, we won't be able to do in the next fiscal year, but we will always adapt and move forward with the new ways of promoting our businesses by pushing parking in the neighborhood. So, it's more of an FYI for everybody and I'll keep you posted on how things are developing at council.

To our last topic, the City of San Diego, kiosk partnership with the downtown San Diego Partnership. I sent out a lot of documents to you guys on Friday as well as kind of a recap of my thoughts about where we stand with this kiosk program. I think that we had heard a presentation last year and then we had an update in February and there really wasn't a clear financial benefit or details surrounding this digital kiosk program that could be supported in the Gaslamp Quarter, but I believe we probably should take a position on what we feel about having these kiosks, whether we want these kiosks. There's a lot of positives to having these kiosks, but there's also a lot of drawbacks. We have our own kiosk program. I don't want to lose advertisers on our kiosk program to go to this format. So, I really want to have a discussion about that. We can actually all as a board decide what we want to do moving forward because this is going to council and it's going to be voted on and we need to make sure that we protect the neighborhood.

Lucy Burni: Getting the Planning Commission. They had a presentation with the Planning Commission last week and they discussed it. I think the city taking it over this program, it benefits the city more than it does us and Gaslamp. It's definitely something that we need to discuss, whether it is something that we want to have.

Michael Trimble: Originally, I don't remember who was at that meeting, but it was revenue was generated within the neighborhood that would be split between partnership and the association and the city. So, there was a benefit at that time. It seemed like this might be a good idea. Get us into the digital advertising game. But then it was changed. You know, in February where the partnership gets that 35% and the city takes the rest. So, there's no financial benefit to the association. I'm not sure how it breaks down with the partnership and what they're going to be doing with that money and what they do with that money within the Gaslamp Quarter that's still an unknown. As you saw in that document that I sent out, there's a lot of very large dollar figures attached to this program, so it's not like it's a small change. I think we need to figure out what we want to do.

Joe Santos: This is what the guy came. To talk to us.

Michael Trimble: Yeah, Danny.

Joe Santos: We left them with some questions, too, about who could advertise and what we could get it. We do not want close to one of our businesses that would be a concern. I think at the time we still thought we would benefit; not sure it would be interesting.



Lucy Burni: Maybe we can negotiate. Bringing our current advertising bound to these things, then you know that revenue.

Michael Trimble: We have a deal with our advertisers for multiple years. So, I would hate to lose our advertisers to give the revenue to the partnership and the city.

Lucy Burni: But these things have multiple advertisers, right? So, they can potentially produce a lot more revenue to advertising revenue.

Michael Trimble: My concern is that all that revenue goes to the city.

Lucy Burni: Any negotiation at this point?

Michael Trimble: Agree, where if they were going to be in the neighborhood, where would we put them? Where would we feel comfortable having them?

Laurie Peters: We spent a lot of time discussing and we came up with the determination that there was no place. The only place that was viable was where the tin fish location is down in Harbor Drive, and you know having one there for the Convention Center attendees if they want to stop and look at it. The parameters are nothing within 4 feet. I mean, all of this in the Gaslamp and our buildings are so close together, so historic that I don't see where they can even put them.

Jeff Burg: They'll have to come up with this smaller footprint.

Laurie Peters: And I think that the idea that, we're not going to get anything from that. Everyone has a cell phone; every convention attendee has a cell phone. They don't have the restaurant foods, the concierge desk at all anymore, because everyone has information. I think it's just one more flatter thing. My personal opinion. I'm totally against that.

Lucy Burni: Well, the end of the day, we're going to end up dealing with it, right? Right. So, you might as well. Like you said, if you don't want to lose the revenue we're already getting, right? And why should we allow the city to take 60% of the of the revenue. And we're going to be dealing with it ourselves. I mean, they haven't decided yet.

Michael Trimble: Because they will be forcing it on us. And if we have some criteria where we feel if there is an acceptable location where is that acceptable.

Jeff Burg We just need we need to be prepared this probably won't go away.

Michael Trimble So I don't know if we want to make a motion, or we just want to have this discussion and I can continue to update you guys?

Joe Santos: What are we trying to go after here? Into negotiation with them and some sort of what can be advertised.



Michael Trimble: Ask for our support and there's no way that I could feel comfortable in supporting a program that we really don't know, what is, what is the impact for the Gaslamp Quarter. And what is the benefit to the Gaslamp and how do we make sure we control our neighborhood?

Steve: We need to get the information. Let's request another presentation.

Michael Trimble: I think that they're going to be in the city. The only thing we can do is to make sure that we protect the Gaslamp Quarter. I know that other neighborhoods are doing the same thing, Little Italy, East Village, La Jolla, they're all looking at their neighborhoods and how it's going to impact the public right of way.

Steve: I mean, I think it gets dangerous if you say this is what our contracts are right now with our current advertisers. But if we showed them this is what our advertising income has been over the last decade, and this is a 10-year deal, and we projected a 20% growth year over year.

Michael Trimble: I'm not looking to null and void our advertising agreement with that. We currently have this. This will still be in place; we just won't be able to move it to the next level of having our signs be digital.

Steve: Because they have an exclusive with Ike and they're the ones that control all the technology. Are you saying that they're going to have a lock on a screen? Technology screen option. Don't have touch screens. Video ads, and there's got to be a way around.

Michael Trimble: That we've been fighting that and because the sign ordinance has been.

Steve: To change the ordinance. The benefits of this deal being in place like this, so they're amending the ordinance.

Michael Trimble: Yeah, sign ordinance just for this and trying to make sure that no other digital advertising happens in the city.

Lucy Burni: And we have our questions. You know, because now we understand it a little bit more, now the city and the Planning Commission got involved and it sounds like the city is not going to turn down any income and they're already controlling 60%. So might as well be more informed so that we know how to respond.

Michael Trimble: So maybe I can ask for city representative that's working on this project and some from the partnership. I'll keep you guys posted on a meeting and if we have to have a subcommittee prior to the next board meeting, we'll try and put that together. I appreciate all your input because it's very helpful. We're moving on to adjournment, unless anyone has any open issues that they like to discuss. Thank you, and we will see you guys' next month. Alright, thank you.

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**MEETING ADJOURNMENT –meeting ended: 2 hour 25 minutes.**