



Downtown San Diego Partnership  
PBID/ BID Executive Committee  
Tuesday, June 21, 2016  
750 B St, Suite 1250  
12<sup>th</sup> Floor Conference Room  
San Diego, CA 92101  
12:00 p.m.

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**12:00 Welcome**

- Non Agenda Public Comment
- **Motion:** To Approve minutes of March 15, 2016 (Pg 3) Action

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**PBID Report**

- **Motion:** To Approve CEP Branding RFP (Page 4) Action
- **Motion:** To Approve Audit & Taxes RFP (Page 5) Action

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**Adjourn**

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## MEETING MINUTES

### Call to Order

Chairman Frank Urtasun called the meeting to order at 12:00 p.m. The following members of the Executive Committee were present: Nelson Ackerly, Richard Bach, Craig Benedetto, Marjorie Burchett, Nikki Clay, James Dawe, Henry Ford, Star Hughes-Gorup, Michael Johnson, Donna Jones, Keith B. Jones, Rob Lankford, James Lawson, Kris Michell, Phil Rath, Paul Robinson, Bill Sauls, Frank Urtasun and Nicholas Wilson.

The following DSDP staff members were present: Christina Chadwick, Bahija Hamraz, John Hanley, Lise Koerschgen, Kaitlin Phillips, Danny Reeves, Bell Reza, Frank Sanfilippo, Caroline Stevens, Lindsay Thomas and Andy White.

The following guest was present: Jason Roe, Partner, Revolvix.

**Motion:** to approve February 16, 2016 meeting minutes – Ms. Clay / Mr. de la Torre – approved unanimously. The following Executive Committee members abstained due to absence in February Executive Committee meeting: Nelson Ackerly, Richard Bach, James Dawe, Michael Johnson, Donna Jones, James Lawson, and Paul Robinson.

### Non-Agenda Public Comment

No Public Comment.

### PBID Report

Mr. Sauls reviewed the FY17 PBID Budget.

Motion: to Approve the FY17 PBID Budget. – Mr. Bach / Ms. Clay – accepted unanimously.

Mr. Sauls reviewed the recommendation for FY17 Contracted Services.

Motion: to Approve recommendation for FY17 Contracted Services – Mr. Benedetto / Ms. Clay. – accepted unanimously.

Mr. Sauls reviewed the recommendation for Tree Lighting RFQ.

Motion: to Approve recommendation for Tree Lighting RFQ. – Ms. Jones / Ms. Madaffer. – accepted unanimously.

### BID Report

Mr. Sauls reviewed the FY17 BID Budget.

Motion: to Approve the FY17 BID Budget. – Ms. Benedetto / Mr. Robinson – accepted unanimously.

Mr. Sauls reviewed the BID Contract agreement with the City of San Diego for Fiscal Year 2017.

Motion: to Approve the BID Contract agreement with the City of San Diego for Fiscal Year 2017. – Mr. Benedetto / Mr. Johnson – accepted unanimously.

Meeting adjourned: 12:23 p.m.



# Downtown San Diego Clean & Safe Commercial Enhancement Program (CEP)

## RFP: Branding and Market Downtown San Diego

The Downtown San Diego Partnership CEP Ad Hoc Branding Subcommittee has reviewed all proposals to brand and market downtown San Diego submitted through the RFP process. Based on analysis of the seven prospective contractors, the subcommittee recommendation is to award Grizzly this one year contract. Grizzly has a superior understanding and comprehensive strategy to create a movement towards downtown San Diego rather than a traditional marketing and branding campaign. Additionally, they are uniquely positioned to provide a higher level of service, a more flexible contract and the most compelling creative product to complete this project in a successful and time efficient manner.

**Action Item 1:** Subcommittee recommendation is to offer Grizzly the branding and marketing contract for Downtown San Diego.

### Top Three Finalist Agencies for Branding RFP

	Grizzly	Departure	Greenhaus
<b>Scope</b>	In compliance	In compliance	In compliance
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>• Discovery/Research</li> <li>• Visual Identity</li> <li>• Marketing/communications</li> <li>• Collateral (promo materials)</li> <li>• Messaging (logo, tagline etc.)</li> <li>• Website</li> <li>• Marketing Roadmap</li> <li>• Videography</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Findings</li> <li>• Brand Positioning</li> <li>• Logo &amp; Tagline</li> <li>• Brand Concepts</li> <li>• Templates</li> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• Research Insights</li> <li>• Brand positioning</li> <li>• Communications</li> <li>• Website</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• Microsoft</li> <li>• Marriot</li> <li>• PLNU</li> <li>• Surfrider Foundation</li> <li>• UCSD</li> <li>• Moniker</li> </ul>	<ul style="list-style-type: none"> <li>• GQA</li> <li>• La Jolla</li> <li>• San Diego Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Hard Rock Hotel</li> <li>• Douglas Wilson</li> </ul>
<b>Cost</b>	\$96,500	\$97,200	\$100,000



## DSDP PBID EXECUTIVE COMMITTEE MOTION

### **RFP: Audit & Tax Services**

The Downtown San Diego Partnership Auditor Ad Hoc Selection Committee has reviewed all submitted proposals for Audit and Tax services. Based on analysis of the 2 prospective contractors, the subcommittee recommendation is to award CohnReznick LLP a one year contract. CohnReznick LLP is a leader in the industry, providing services and solutions to more than 1,000 organizations. They have over 90 years of experience as a major player in the non-profit accounting arena. They provide a superior level of service with expertise in quasi-governmental organizations.

**Action Item: Committee recommendation is to award CohnReznick LLP the FY17 Audit and Tax Services contract.**

	<b>CohnReznick LLP</b>	<b>Moss Adams LLP</b>
<i>Scope</i>	In compliance	In compliance
<i>Deliverables</i>	<ul style="list-style-type: none"> <li>• Annual Audit</li> <li>• 990 Taxes</li> <li>• Guidance on financial reporting</li> <li>• Additional internal control review of selected controls</li> <li>• Partner Rotation</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Audit</li> <li>• 990 Taxes</li> <li>• Guidance on financial reporting</li> </ul>
<i>References</i>	<ul style="list-style-type: none"> <li>• YMCA</li> <li>• Zoological Society</li> </ul>	<ul style="list-style-type: none"> <li>• San Diego Regional EDC</li> <li>• Angels Foster Family Network</li> </ul>
<i>Cost</i>	\$37,900	\$27,000 (estimated)