



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

Thursday, September 15, 2016

3:00 p.m.

401 B Street, Suite 100, San Diego, CA 92101

Welcome

- Non Agenda Public Comment
- Welcome & Introductions
- Approval of Minutes: June 9, 2016 Action

Grizzly Branding Update

- Introduction
- Discovery Findings Presentation
 - o Goals
 - o Campaign Objective
 - o Research & Stakeholder Findings
 - o Audience Identification
- Discovery Findings Discussion
- Brand Compass Review
- Brand Compass Discussion
- Next Steps

Adjourn

- Next meeting: November 16, 2016 at 3:30 p.m. at DSDP: 401 B St, Suite 100



Downtown San Diego Clean & Safe Commercial Enhancement Program Meeting Minutes

Thursday, June 9, 2016 - 4:00 p.m.
401 West B Street, Suite 100, San Diego, CA 92101

Call to Order

The meeting was called to order by Scott Diggs at 4:03 p.m.

The following Clean and Safe CEP Committee Members were present: Scott Diggs, Ashley Gosal, Jordan Johnson, Rob Lankford, Stacy Meronoff, and Kris Michell.

The following staff members were present: Christina Chadwick, Bahija Hamraz, Daniel Reeves, Andy White, Annie Wilson, and Katie Pruitt.

Christine Takara from Emmes was also present as a guest.

Non Agenda Public Comment

There was no Non-Agenda Public Comment.

Approval of Minutes

Mr. Diggs asked for comments and approval.

Motion: to approve February 25, 2016 minutes.

By: Stacy Meronoff. **Seconded by:** Jordan Johnson. **Accepted unanimously.**

Overview

Ms. Michell provided an overview of the demographic study and requested any feedback or comments to improve upon the study for the future.

Mr. Meronoff made a motion to approve the minutes from the last meeting (February 25, 2016). Mr. Johnson seconded. 6 ayes, 0 nos, 0 abstentions.

CEP Branding RFP

Mr. Diggs provided an overview of Grizzly's proposal for branding downtown San Diego.

Mr. Diggs asked for comments and approval.

Motion: to approve Grizzly as the firm to be awarded the project of branding downtown San Diego.

By: Stacy Meronoff. **Seconded by:** Jordan Johnson. **Accepted unanimously.**

Speakers

Mr. White provided a presentation on what startups are looking for in office space.

Discussion

The committee discussed efforts to recruit businesses to downtown San Diego.

Adjourn

The Meeting was adjourned by Scott Diggs at 4:53 p.m.