Welcome
- Non Agenda Public Comment
- Welcome & Introductions
- Approval of Minutes – February 26, 2016 (Page 1)
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Overview
- Demographic Study Feedback & Thank you (Page 2)

Branding RFP
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Presentation
- Strategies for Startups, Andy White, Downtown San Diego Partnership

Adjourn
Downtown San Diego Clean & Safe Commercial Enhancement Program
Meeting Minutes

Thursday, February 25, 2016 - 2:00 p.m.
750 B Street, Suite 1200, 12th Floor, San Diego, CA 92101

Call to Order
The meeting was called to order by Nelson Ackerly at 2:06 p.m.

The following Clean and Safe CEP Committee Members were present: Nelson Ackerly, Stephanie Brown, Jordan Johnson and Kris Michell.

The following staff members were present: Bahija Hamraz, Daniel Reeves, Caroline Stevens, Andy White and Annie Wilson.

The following speakers were present: Mary Walshok, Ph.D, Dean of UC San Diego Extension and Jen Davies, UC San Diego Extension.

No members of the public were present.

Non Agenda Public Comment
There was no Non Agenda Public Comment.

Overview
Ms. Michell provided an overview of the Downtown Demographic Study and introduced Dr. Mary Walshok and her staff.

Speakers
Dr. Walshok provided a presentation on the initial findings from the Downtown Demographic Study.

Discussion
The committee discussed next steps for the demographic study and agreed that the initial findings spoke to the original goals of the project.

Ms. Michell introduced the concept of hiring a CEP Coordinator to assist with program goals and development. The committee members agreed this was necessary for the program.

Adjourn
The Meeting was adjourned by Jordan Johnson at 3:29 p.m.
Downtown San Diego Clean & Safe Commercial Enhancement Program (CEP)

Downtown Demographic Study Feedback Questionnaire

Thank you so much for your contribution to the Downtown Demographic Study, please provide us with any feedback that you might have to help us improve our research process, outcomes and delivery next year! If you have any questions about this project please contact Caroline Stevens, Economic Development and Public Policy Manager for the Downtown San Diego Partnership.

1. Did you find the Downtown Demographic Study to be a helpful tool for your business growth, attraction, retention and/or marketing?

2. How have you used the report or how do you plan to use it in the future?

3. If you did not find it useful or helpful, please let us know why here:

4. Would you prefer a digital/online data dashboard to a more classic PDF report? Or do you think a combination of both would be most helpful?

5. Please list any other suggestions you might have to improve our research process, design, outcomes, delivery or communications for next year?
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

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<th>Grizzly</th>
<th>Departure</th>
<th>Greenhaus</th>
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<td>Visual Identity</td>
<td>Brand Positioning</td>
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<td>Marketing/communications</td>
<td>Logo &amp;Tagline</td>
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<td>Collateral (promo materials)</td>
<td>Brand Concepts</td>
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<td>Messaging (logo, tagline etc.)</td>
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