**Welcome**
- Non Agenda Public Comment
- Welcome & Introductions

**Minutes**
- Approval of Minutes for November 17, 2015
- Approval of Minutes for January 21, 2016

**Speakers**
- Demographic Study: Dr. Mary Walshock, Dean, UC San Diego Extension
- Tech Update: A. White, Startup Advocate

**Priorities**
- CEP Program Coordinator and CEP Media Coordinator
- CEP Branding Update
- CEP Branding: Formation of Ad Hoc Selection Committee

**Adjourn**
Call to Order
The meeting was called to order by Nelson Ackerly at 12:01 p.m.

The following Clean and Safe CEP Committee Members were present: Nelson Ackerly, Steve Bollert, Matt Carlson, Ashley Gosal, Jordan Johnson, Stacy Meronoff, Kris Michell and Jason Wood.

The following staff members were present: Alex Gutierrez, Bahija Hamraz, Arturo Quiros, Daniel Reeves, Caroline Stevens, Alonso Vivas and Andy White.

The following speakers were present: Sgt. Stirk and Officer Liening, SDPD Homeless Outreach Team.

No members of the public were present.

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

Overview
Mr. Ackerly provided an overview of the Commercial Enhancement Program (CEP).

Speakers
Sgt. Stirk and Officer Liening discussed efforts to address homelessness in downtown.

Ms. Hamraz provided an overview of the disorder and nuisance abatement efforts for CEP properties.

Mr. White and Mr. Reeves provided an update on efforts to cultivate a tech community in downtown.

Priorities
The committee discussed priorities for FY16. They would like to focus on branding of downtown as a business attraction and retention strategy.

Ms. Hamraz provided an overview of the CEP budget.

Adjourn
The Meeting was adjourned by Nelson Ackerly at 1:30 p.m.
Call to Order
The meeting was called to order by Nelson Ackerly at 4:05 p.m.

The following Clean and Safe CEP Committee Members were present: Nelson Ackerly, Stephanie Brown, Matt Carlson, Ashley Gosal, Jordan Johnson, Rob Lankford, Stacy Meronoff, Kris Michell and Jason Wood.

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

The following speakers were present: Emily Rex, Departure and Beth Callender, Greenhaus.

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 branding of downtown.

Speakers
Ms. Rex provided a presentation on the process of branding downtown.

Ms. Callender provided a presentation on the process of branding downtown.

Discussion
The committee discussed next steps for the branding effort. They requested that staff create a proposal to hire a consultant for the branding of downtown.

Adjourn
The Meeting was adjourned by Nelson Ackerly at 5:30 p.m.