



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

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

Welcome

- Non Agenda Public Comment
- Welcome & Introductions

Minutes

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

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 Action
- CEP Branding Update
- CEP Branding: Formation of Ad Hoc Selection Committee Action

Adjourn



THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST. To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact the Clean & Safe Program office at least five (5) working days before the meeting at (619) 234-8900 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon advanced request.



Downtown San Diego Clean & Safe Commercial Enhancement Program Meeting Minutes

Tuesday, November 17, 2015 - 12:00 p.m.
401 B Street, Suite 100, San Diego, CA 92101

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 Mitchell 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 Lienen, 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 Lienen 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.



Downtown San Diego Clean & Safe Commercial Enhancement Program Meeting Minutes

Thursday, January 21, 2016 - 4:00 p.m.
401 West A Street, 24th Floor, San Diego, CA 92101

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.