9:00 CALL MEETING TO ORDER

• Approval of Minutes – October 17, 2017 (Page 2)  
• Approval of Minutes – January 18, 2018 (Page 3)  
• Non-Agenda Public Comment

STAFF REPORT

• City Center Sessions  
• Upcoming Events: Sounds of Summer  
• Storefront Improvement Program  
• Downtown Branding

FINANCIALS

• Review & Accept July 2017 - March 2018 Financials (Page 4 - 5)

MEMBER DISCUSSION

ADJOURN
Call to Order

The meeting was called to order by Bill Sauls at 8:39 am.

The following BID Advisory Board Members were present: Bill Sauls, Michael Caldwell, and Santiago Campa.

The following members of the public were present: Christine Takara, Javier Montero, Julie Montgomery, and Rodrigo Iglesias.

The following staff members were present: Lise Koerschgen, Alicia Kostick, and Jennifer Paul.

Approval of Minutes

Motion: To accept the June 28, 2017 minutes.


No Non Agenda Public Comment

Staff Report

Ms. Koerschgen announced her departure from the Downtown San Diego Partnership. She introduced Ms. Paul who will be taking over Ms. Koerschgen’s duties regarding the BID.

Ms. Paul discussed the upcoming CicloSDias event and the pop-up dog park the Partnership is putting up for the event. She also announced the third annual Deck the Halls event in December.

Mr. Sauls recommended a motion to accept new board members to the BID Advisory Board.

Motion: To accept new board members to the BID Advisory Board.


Financials

Ms. Kostick reviewed the July 2016 – September 2017 financials.

Motion: To accept the July 2016 – September 2017 financials.


Member Discussion

Mr. Sauls explained the purposes of the BID to the new board members and where its boundaries lie.

Mr. Campa introduced ways to further engage businesses within the BID to the board members. He suggested literature or a newsletter that can be shared with the new businesses when they apply for a business license or a potential member spotlight on the monthly newsletter. Staff agreed to begin looking into options for new business outreach.

Adjourn

The meeting was adjourned by Bill Sauls at 9:08 am.
Call to Order
The meeting was called to order by Bill Sauls at 9:36 am

The following BID Advisory Board Members were present: Bill Sauls, Michael Caldwell, Christine Takara, and Julie Montgomery.

The following staff members were present: Lana Harrison, Alicia Kostick, and Jennifer Paul.

Approval of Minutes

Motion: To accept the October 17, 2017 minutes.

Attendance did not meet quorum and board could not approve minutes from the October 17, 2017 meeting.

No Non Agenda Public Comment

Staff Report

Ms. Paul reviewed the Deck the Halls event from December 13, 2017. The event was very successful and drew many community members throughout San Diego.

Ms. Paul discussed upcoming events within the BID, including next month’s City Center Sessions event.

Ms. Paul presented a draft of a newsletter for new business outreach within the BID. The board provided feedback and discussed further initiatives to encourage new business engagement. The board also discussed branding and marketing for the BID in conjunction with the Downtown Branding.

Financials

Ms. Kostick reviewed the July 2016 – December 2017 financials.

Motion: To accept the July 2016 – December 2017 financials.

Mr. Sauls recommended a motion to accept the financials and although the present board members approved, the attendance did not meet quorum and the financials will be discussed again at the next meeting.

Member Discussion

Mr. Caldwell discussed the parking challenges that his business has been facing as a result of the construction and development occurring in the neighborhood. The board provided some suggestions on communications Mr. Caldwell can potentially provide his clients when they are parking in the area. Staff will also see if there are any more development projects coming up in the future.

Adjourn

The meeting was adjourned by Bill Sauls at 10:13 am.
Downtown BID
Profit & Loss by Class
July 2017 through February 2018

<table>
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<tr>
<th></th>
<th>BID</th>
<th>Bookkeeping</th>
<th>City Fees</th>
<th>SBEP</th>
<th>Technical Fees</th>
<th>TOTAL</th>
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<td>38,823.18</td>
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<td>1,703.49</td>
<td>656.00</td>
<td>12,261.18</td>
<td>0.00</td>
<td>53,478.75</td>
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<td><strong>Total Income</strong></td>
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<td>1,703.49</td>
<td>656.00</td>
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<td>53,478.75</td>
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## Downtown BID
### Balance Sheet
**As of February 28, 2018**

**ASSETS**

**Current Assets**
- Checking/Savings
  - 1800 · BID Checking Account
    - 15,355.06
- Total Checking/Savings
  - 15,355.06
- Accounts Receivable
  - Allowance for Bad Debt
    - 200.00
- Total Accounts Receivable
  - 200.00
- Total Current Assets
  - 15,555.06

**TOTAL ASSETS**
- 15,555.06

**LIABILITIES & EQUITY**

**Liabilities**
- Current Liabilities
  - Accounts Payable
    - 20000 · Accounts Payable
      - 12,701.44
  - Total Accounts Payable
    - 12,701.44
- Other Current Liabilities
  - 20205 · BID Assessments
    - -21,844.74
  - 20206 · SBEP Income
    - 7,774.82
  - 20208 · City Pymt to Wrong Bank Account
    - 5,451.35
  - 20209 · SBEP · City Fees and Services
    - -6,107.35
  - 20210 · SBEP · Bookkeeping
    - -2,285.62
  - 20211 · SBEP · Technical Fees
    - 476.03
  - Total Other Current Liabilities
    - -16,535.51
- Total Current Liabilities
  - -3,834.07
- Total Liabilities
  - -3,834.07

**Equity**
- 32000 · Unrestricted Net Assets
  - 19,389.13
- Total Equity
  - 19,389.13

**TOTAL LIABILITIES & EQUITY**
- 15,555.06