

**CALL MEETING TO ORDER**

- Approval of Minutes

**NON-AGENDA PUBLIC COMMENT**

**EMMES MURAL | Update**

- Lana Harrison, Communications Coordinator, Downtown San Diego Partnership

**IVC CONTRACT | Informational**

- Lana Harrison, Communications Coordinator, Downtown San Diego Partnership

**DEMOGRAPHIC STUDY | Overview & Anticipated Update**

- Carey Algaze, VP of Economic Development & Land Use, Downtown San Diego Partnership

**CALTRANS | Update**

- Carey Algaze, VP of Economic Development & Land Use, Downtown San Diego Partnership



**CEP COMMITTEE MEETING**  
**6.13.2018**  
**MEETING MINUTES**

## **CALL TO ORDER**

Chairman Scott Diggs called the meeting to order at 3:05pm.

The following members of the CEP Committee were present: Julianne Beason, Greg Bowman, Betsy Brennan, Tim Canon, Scott Diggs, Mark Kuske, and Jason Wood.

The following members were not in attendance: Ashley Gosal, Marc Stanworth, & Christine Takara

The following DSDP were in attendance: Lana Harrison, Alicia Kostick, Aimee Newman and Kalei Levy.

The following guest was present: Anthony Astolfi

Chairman Scott Diggs called for any non-agenda public comment - there were none.

### **Motion:**

To approve the February 2018 meeting minutes – Mr. Kuske/Mr. Diggs – approved unanimously. The following CEP Committee members abstained due to absence: Ashley Gosal & Marc Stanworth

## **SPEAKER: ANTHONY ASTOLFI, IVC**

Anthony gave an update on the analytics to-date of the digital launch of the branding campaign. Social media posts have generated thousands of views and engagements. IVC also shared an overview of a survey that revealed views of Downtown as they pertained to certain issues.

## **SPEAKER: LANA HARRISON, DSDP**

Lana gave a recap of the marketing collaboration meeting that took place on 5.10.18. Lana also provided an update on the status of the utility box art program. The project in the Columbia District is complete and the next phase will take place in City Center. The committee also expressed a preference for Hueman as the top choice for the 2 Columbia Place mural.

## **BUDGET**

Chairman Scott Diggs led a discussion on budget priorities for FY19. Items discussed include: continuing the utility box program; focusing on beautification and cleanup around Downtown entry/exit points; potentially having other property owners in those areas contribute to cleanup of those areas

The meeting adjourned at 3:58pm

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