

3:30 CALL MEETING TO ORDER

- Non-Agenda Public Comment
- Introductions

CHAIR UPDATE

- Review and Approve Minutes from December 4, 2019- **ACTION (p. 2)**
- CEP Committee Charter Review- Jason and Alex- **ACTION (pp. 3 & 4)**
 - Member Expectations- **See Handout (p. 5)**
 - Confirm Committee Roster- **See Handout (p. 6)**
- Current Downtown and County Projects and Opportunities Discussion

DIRECTORS UPDATES

- Confirmation and Discussion of Annual Goals for CEP - **ACTION (p. 7)**
 - Grow and Retain the CEP Committee
 - Launch the Downtown Innovation Center
 - Enhance Downtown Through Beautification Projects
 - Facilitate a Downtown Property Tour
 - New Tenant Attraction Outreach Program
- Downtown Innovation Center Update- Sumeet and Justin- **ACTION**
- Guest Speaker Sean Warner (DSDP Director of Community Enhancement)
Downtown Cultural Walk Signage - **INFORMATIONAL (p. 8)**
- Safety Update- Alex Gutierrez - **INFORMATIONAL**
- Mixer and Downtown Property Tour - Alex Gutierrez – **DISCUSSION**

OTHER BUSINESS

- **CEP Committee Meeting Dates**
 - FY20**
 - April 22, 2020 at 3:30pm
 - FY21**
 - July 22, 2020 at 3:30pm
 - October 21, 2020 at 3:30pm

ADJOURN

Commercial Enhancement Program Meeting Minutes

December 4, 2019

401 B Street STE 100, San Diego Ca 92101

Call to Order

The meeting was called to order by Jason Wood at 3:33p.m.

The following CEP Committee Members were present: Christin, Sumeet, Mark, Betsy Brennan and Jason Wood.

The following staff members were present: Alex Gutierrez, Alonso Vivias, Alicia Kostick, Justin Aspen, Marshall Anderson, Kalei Levy

No members of the public were present.

Non Agenda Public Comment

There was no Non Agenda Public Comment.

Overview

Discussed the...

- Restructuring of the committee
- Beautification projects on B street, C street, and Broadway
- Having two CEP events a year, such as mixers and property tours
- The build out of the Downtown Innovation Center (DIC)

The Committee Chair discussed five annual goals...

- Grow and Retain the CEP Committee
- Launch the Downtown Innovation Center
- Enhance Downtown Through Beautification Projects
- Facilitate a Downtown Property Tour
- New Tenant Attraction Outreach Program

Next Steps...

During the CEP meeting on January 22, 2020

- Request action on allocation for DIC construction and years two thru five operating cost.

Adjourn

The meeting was adjourned by Jason Wood at 4:13p.m.

Commercial Enhancement Program (CEP) Committee

A. Purpose

The purpose of the Committee is to oversee the business activities of the Commercial Enhancement Program (CEP) and engage Corporations within and outside of San Diego on the benefits and opportunities of relocating to Downtown San Diego. Additionally, the Committee makes recommendations on all CEP activities and ensures that the CEP management agreement between the City of San Diego, Downtown San Diego Partnership (DSDP), and Clean and Safe (C&S) is being executed appropriately.

B. Composition

The Committee shall consist of no less than three (3) and no more than nine (9) members, provided that the Chair, Secretary, and Treasurer shall always be members of this Committee. All members shall be appointed and serve for one year in two staggered groups. The Committee shall consist of representation by major Commercial Property (as defined as buildings over 50,000 sq. ft) Owners or Management Representatives. The Chair of the CEP Committee will represent CEP on the C&S Board.

C. Functions and Responsibilities

In carrying out its purpose, the CEP Committee shall have the following responsibilities:

1. Review the fiscal year (FY) operational activities of CEP and make recommendations regarding such operational activities;
2. Review the annual budget prepared by CEP Director and the finance department, make recommendations and approve the FY budget;
3. Review the Committee package to properly approve Committee minutes and finances during the CEP meetings;

D. Meetings

1. The Committee will meet on the first (1) Wednesday of every quarter at 3:30 p.m. at the DSDP office (date, time, and locations are subject to change) in order to execute the functions specified in this charter. Minutes shall be kept of each meeting of the Committee and provided to each member (see C3);
2. Committee members are required to attend a minimum of three (3) Committee meetings per year and are encouraged to participate in ad hoc Committees as needed (working groups);
3. A majority of the number of Committee members serving shall constitute a quorum for the transaction of business, except to adjourn;
4. Any action of the Committee shall be subject to revision, modification or rescission provided that the CEP Committee approves such changes.

E. Committee Positions

Chairperson

1. Preside over all meetings of the CEP Committee;
2. Provide leadership to the Committee;
3. Review agenda information with the CEP Director two weeks prior to the Committee meeting;
4. Conduct Committee meetings effectively and manage agenda during the meeting;

Secretary

1. Responsible for ensuring that accurate minutes of meetings are taken and approved;
2. Shall ensure that committee minutes are kept in a secure and easily accessible location;
3. Minutes shall record the date, time, and location of meeting; List of those present and absent; List of items discussed; List of reports presented; Record motions presented and description of their disposition;
4. Minutes shall be submitted to the CEP Director after each Committee meeting;
5. Maintain membership records and the management agreement of CEP.

Treasurer

1. Shall keep and maintain adequate and correct account of all property and business transactions;
2. Review budget during the Committee meetings to report approved expenditures;
3. Analyze the annual budget and its presentation to the Committee for review;
4. Ensure that the appropriate quarterly financial statements are reviewed by the Committee;
5. Ensure that CEP maintains the appropriate financial books and records and that these are accurate and up to date;
6. Assist the CEP Director and Committee Chair with the development and the presentation of the annual report for submission to the C&S Board;
7. Assist the CEP Director in keeping the CEP Committee informed of important financial events, trends, and issues relevant to the program.

Approved by the Committee members on _____

Committee members present:

**Commercial Enhancement Program (CEP)
COMMITTEE MEMBER AGREEMENT**

I, _____, understand that as a Committee member of the Commercial Enhancement Program (CEP), I have the responsibility to ensure that the Committee does the best work possible as described in the management plan and follows Brown Act Compliance. I believe in the purpose of the Committee, and I will act responsibly and prudently as its steward.

As part of my responsibilities as a Committee member:

1. I will interpret the Committee's work and values to the community, represent Downtown San Diego Partnership, Clean and Safe, and CEP act as a spokesperson.
2. I will attend at least three (3) Committee meetings a year and participate in ad hoc Committees and special events as needed.
3. I will act in the best interests of the program and excuse myself from discussions and votes where I have a conflict of interest.
4. I will stay informed about all activities of the Committee. I will ask questions and request information. I will participate in and take responsibility for making decisions on actions, programs and policies.
5. I will work in good faith with the Director and other Committee members as partners toward achievement of our goals.
6. If I do not fulfill these commitments to the Committee, I will expect the Committee Chair to call me and discuss my responsibilities and can result in loss of my Committee seat.

In turn, the Committee will be responsible to me in several ways:

1. I will receive financial reports and an update of organizational activities that allow me to make the best possible decision regarding any program needs or wants.
2. Opportunities will be offered to me to discuss with the Committee Chair and the Committee Director my opinion regarding any programs, goals, activities, and project status.
3. The Committee will help me perform my duties by keeping me informed about issues in the industry and fields in which we are working.
4. Committee members and staff will respond appropriately to any questions I may have that will allow me to carry out my fiscal and moral responsibilities to the CEP.
5. If the Committee does not fulfill its commitments to me, I can call on the Committee Chair to discuss these responsibilities.

Signed:

_____ Date: _____
CEP Committee Member

_____ Date: _____
CEP Committee Chair

- **CEP Committee Roster**

*Name	*Company	*Committee Position
Jason Wood	Cisterra Development	Chair
Dan McCurdy	Irvine Company	
Betsy Brennan	DSDP	
Greg Bowman	Bollert LeBeau	
Matt Carlson	CBRE	
Ashley Gosal	BOSA	
Christine Takara	EMMES	
Rob Lankford	L2HP	
Stacy Meronoff	Cruzan	
Jeff Givens	Kearny Real Estate	
Sumeet Parekh	HP Invertors	
Lawrence Howard	Hammer Ventures	

* Roster is subject to modifications

Commercial Enhancement Program (CEP)

Purpose- increase occupancy, lease rates, and commerce on CEP parcels

CEP Overview

The Partnership will fund efforts to retain and attract tenants for CEP parcels. The Partnership will conduct research, create a database of CEP parcels and rentable space, conduct owners and tenant outreach, implement a top 50 tenant program, survey current and former tenants, and develop printed and online tools to convey information on buildings located on CEP parcels. Only CEP parcels will be featured in these efforts.

CEP Contractual Purpose

- Marketing CEP Properties
- Aid in Business Retention and Recruitment
- Additional Disorder and Nuisance Services

CEP Annual Goals

- Grow and Retain the CEP Committee
- Launch the Downtown Innovation Center
- Enhance Downtown Through Beautification Projects
- Facilitate a Downtown Property Tour
- New Tenant Attraction Outreach Program

Downtown Cultural Walk Signage

City Center and Columbia District

January 13, 2020

Project Overview

The Downtown Cultural Walk Signage program connects the civic core and theater district of today to historic architectural sites and notable figures of the past. The program seeks to enhance the streetscape environment and encourage exploration of our unique Downtown. Approximately 10 signs will be located along Broadway, C Street and B Street in City Center and the Columbia District.

Sign cabinet to be constructed of stainless steel finish or aluminum panels with primed/painted finish. For vertical signs of certain height, main support is steel pipe embedded into concrete foundation. Below-grade reinforced concrete footing and structural attachment may be required. Graffiti-resistant coating to be applied to all exposed surfaces.



"Know NYC" 34th Street District



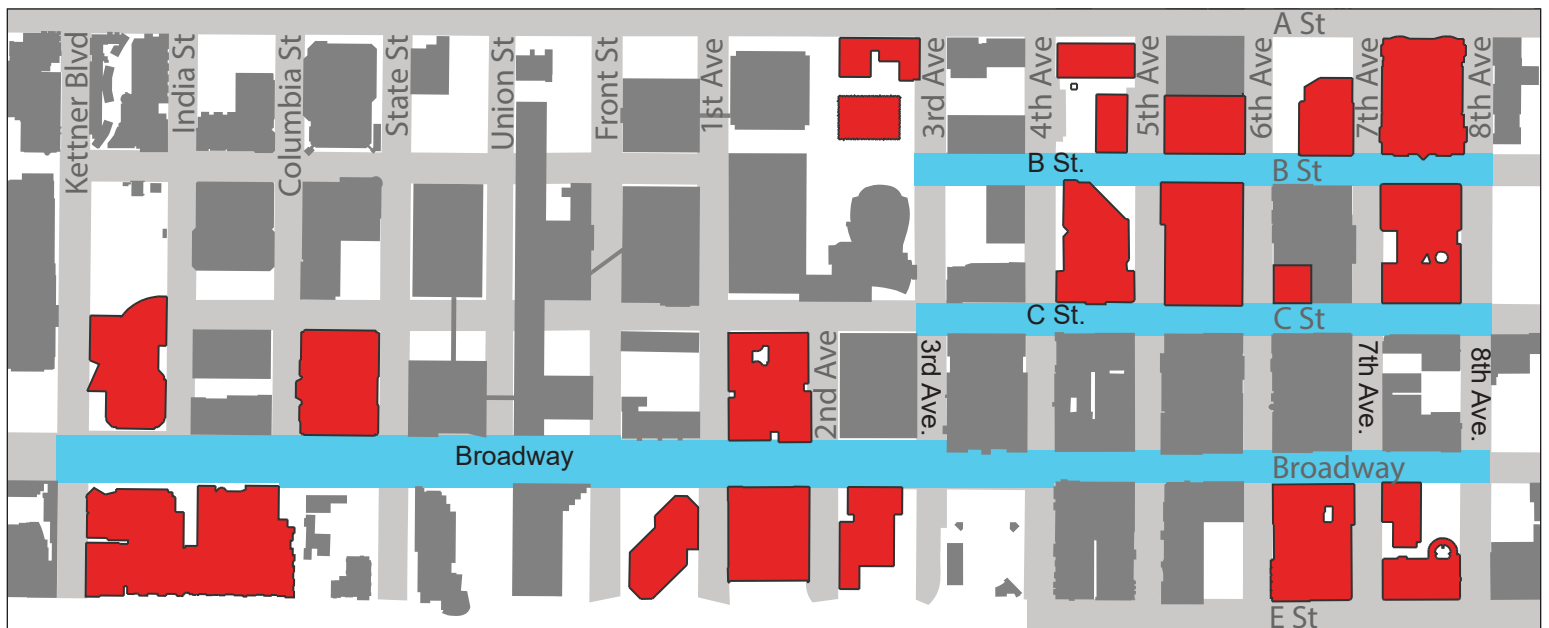
Barcelona Cultural District



Downtown Cleveland

Potential Sign Locations

Signs to be located adjacent to properties designated in red above.



Contact: Sean Warner, Director of Community Enhancement, Downtown San Diego Partnership

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