

**The Public can join the CCBD Board Meeting via the following options**

- Join Zoom Meeting via Computer
  - ❖ <https://us02web.zoom.us/j/88501397970>
  - ❖ Meeting ID: 885 0139 7970
- Mobile access Download Zoom App:
  - ❖ 16699009128,,88501397970# / Meeting ID: 885 0139 7970
- Dial in option:
  - ❖ # 1 669 900 9128 US/ Meeting ID: 885 0139 7970

**3:30 CALL MEETING TO ORDER | Don Morris**

- Non-Agenda Public Comment
- Introductions: **Introduce yourself and if you are a Board or Community Member**

**SPEAKERS: BID Economic Development Updates**

- Sean Karafin - Neighborhood Investment Manager at City of San Diego
- Chris Clark - Policy & Programs Coordinator at Business Improvement District Alliance

**CHAIR UPDATE | Don Morris**

- Appoint New Board Member | **ACTION**
  - Danielle Berger- Circulate San Diego
- Reinstate Board Member | **ACTION**
  - Greg Block - ThreeSixty Public Strategies
- Open Position
  - Position: Secretary
- CCBD Overview and Board Member Agreement
  - Reminder: Submit to Alex within the next month

**DIRECTORS UPDATES | Alex Gutierrez**

**Marketing and Communications**

- e-Gift Card Fundraising Program | Board Discussion
  - \$5,000 Allocation to Implement the Program | **ACTION**

**Business Attraction**

- CCBD Website | Live Review

**District Events**

- Rethinking Events | Board Discussion
- City Center Parklet | Texture Presents | Discussion

**Reports**

- FY20 Financial Report July 2019 through March 2020 | Alicia Kostick | **ACTION**

**OTHER BUSINESS**

- C Street Landscape Project update

**CCBD Board Meetings (All meetings are called to order at 3:30p.m.)**

**FY21**

- July 28, 2020
- September 22, 2020

**ADJOURN**



## SEAN KARAFIN

Neighborhood  
Investment Manager



Sean joined the Economic Development Department of the City of San Diego in 2019 to lead the Neighborhood Investment Unit marking a return to the public sector in which he started his career. In this role, Sean has responsibility for all things small business and additionally oversees the San Diego Promise Zone Initiative.

He started his career in the executive office of the Land Use and Environment Group at the County of San Diego where he became involved in Strategic and Operational Planning and developed an understanding of how executives can effectively manage a large public agency.

After earning a Master's in Business Economics (2008), he went to work in the Bay Area for Applied Development Economics, where he developed a repertoire of planning and socio-economic analyses. In 2010, Sean moved back to his hometown of San Diego and consulted for BW Research in North San Diego County.

From 2011 to early 2015, Sean represented taxpayers as an economist and taxpayer advocate at the San Diego County Taxpayers Association. From March through June 2014, he served as the Interim President and CEO.

As Vice President of Policy and Economic Research at the Regional Chamber, Sean lead a high-performing team in representing the regional business community to public policy decision-makers and the general public.



# CHRIS CLARK

Policy & Programs  
Coordinator



## Business Improvement District Alliance

*Helping our community grow*

Chris Clark graduated from UCSD in 2012 and began working in politics and local campaigns right out of school. This was a great experience that developed his organizational and community-minded skills. He moved on from that world to begin work with local nonprofits as a researcher and community outreach specialist and have subsequently been working in the public affairs realm with local clients.

He joined the board of the North Park Community Association in 2014 because he has had a passion for being involved with his community and supporting local events, businesses and residents. The NPCA has been the perfect outlet for this because it connects North Park's thriving small business community with the thousands of residents and visitors that want to live, work and play in North Park. He was elected President of the NPCA in 2016 and have been working to grow the group since along with his talented Board of Directors.

In 2019 he joined the Business Improvement District Alliance as Policy & Programs Coordinator. The Business Improvement District Alliance (BID Alliance) assists in the development and dissemination of information, resources, and expertise to its association of San Diego's Business Improvement Districts. Together we improve the physical, social, and economic environments of San Diego's small business community.



## DANIELLE BERGER

Director of Planning



Danielle Berger is the Director of Planning at Circulate San Diego and leads the for-fee consulting services of the organization. She is an urban planner who is passionate about sustainable transportation and development. She is a native San Diegan and has spent time living and working in Toronto, New York, and Salt Lake City. Her work focuses on increasing livability through sustainable transportation, public space activation, recreational access planning, and programming.

Danielle is a graduate of the University of Toronto and Columbia University. She is a founding member of the Association of Pedestrian and Bicycle Professionals, Utah Chapter and active member of the American Planning Association (APA). Her work has been recognized with awards from the APA Inland Empire and San Diego Chapters and presented at the ESRI User Conference, APA National Conference, and APA Utah Spring Conference.

Outside of work Danielle can be found exploring by bike, skiing, fly fishing and advocating for environmental causes with the San Diego Coastkeeper, Utah Stream Access Coalition, and Protect Our Winters.



# GREG BLOCK

## Partner ThreeSixty Public Strategies

For more than two decades Greg Block has managed the strategic marketing, branding, public relations, communications, community relations and public affairs for organizations in a variety of sectors, including higher education, government, real estate, land development, law, technology, and hospitality.

As Senior Press Secretary and Public Policy Manager for the Mayor of the San Diego, Greg oversaw media relations and communications strategy for the city on issues such as...

- Public safety and homelessness
- Mobility and infrastructure
- Water and climate
- Dockless bikes and scooters parking

Greg spent more than eight years at San Diego State University. As Chief Communications Officer there, he was responsible for the overall brand of the oldest and largest public research university, which included...

- Marketing and advertising
- Media relations
- Social media
- Web development
- Online publishing
- Community relations
- Alumni magazine
- Video production

# CITY CENTER BUSINESS DISTRICT

## MARKETING PROGRAM

City Center Business District is the urban core of business development in the Greater San Diego Region. It fits the trend of urbanized communities where we see mass population density that was only projecting to increase. The same reasons that have led to our economic success are also why urbanized economies such as City Center are being affected disproportionately by COVID-19.

**The Situation:** Business activity within the CCBD has decreased dramatically due to the ongoing COVID-19 health and economic crisis.

**The Mission:** To retain and support City Center businesses through COVID-19 into recovery.

**The Goal:** Direct cash into City Center businesses through the e-Gift Card Program.

**Abstract:** With funds raised through Partner Donors, CCBD aims to implement an e-Gift Card Program increasing business' capital in CCBD through mass sales of partially subsidized e-gift cards. The promotion is directed towards increasing demand and sales of e-gift cards, with mutual benefit for both buyers and participating businesses.

Downtown San Diego Partnership and City Center Business District are stepping up during these challenging times to help direct cash into the small business community through the e-Gift Card Program. Here is how the program works: Buy a \$35 gift card for use at your favorite City Center business and receive a discount of \$10. That is 28% off the \$35 dollar e-Gift card. This program is being developed to create an incentive for the San Diego community to purchase an e-Gift card for only \$25. The City Center discount will be covered through the generous donations of supporting community members and the City Center Marketing Program.

**Timeline:**

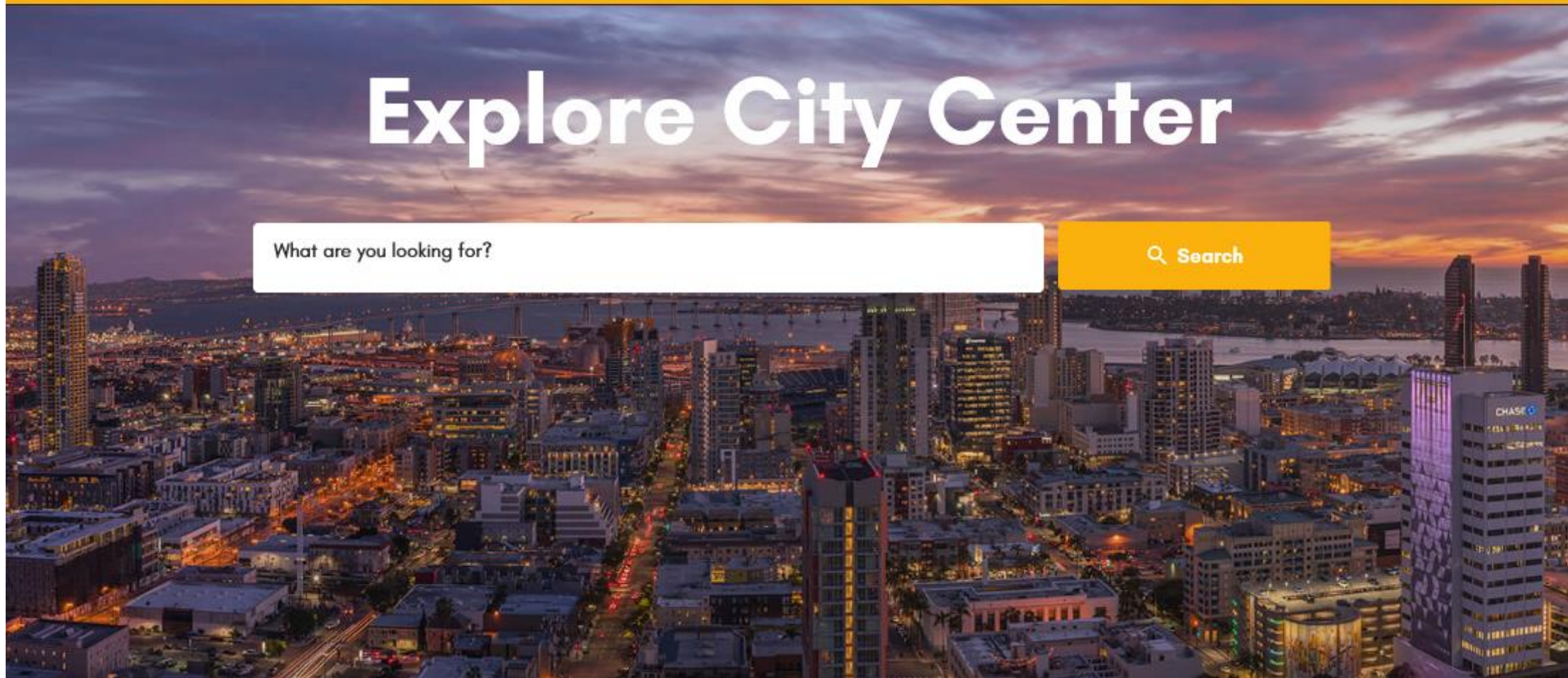
- Confirmation of Participating Businesses
- Gift Card System Verification
- Build out Marketing Materials
- Coordinate with Partner Donors
- Promotion Implementation
- Establish Launch Date



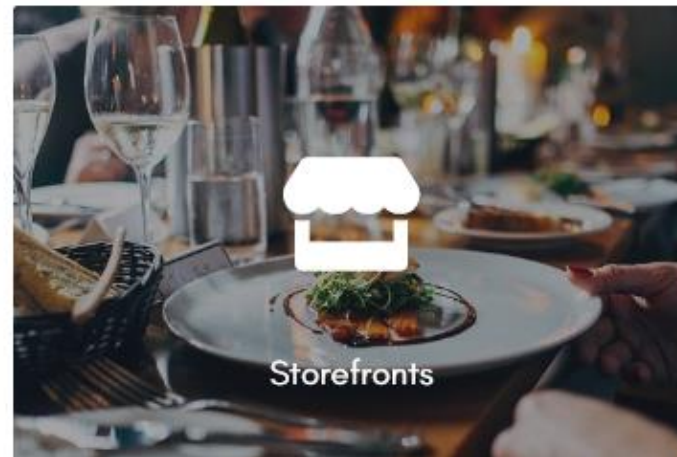
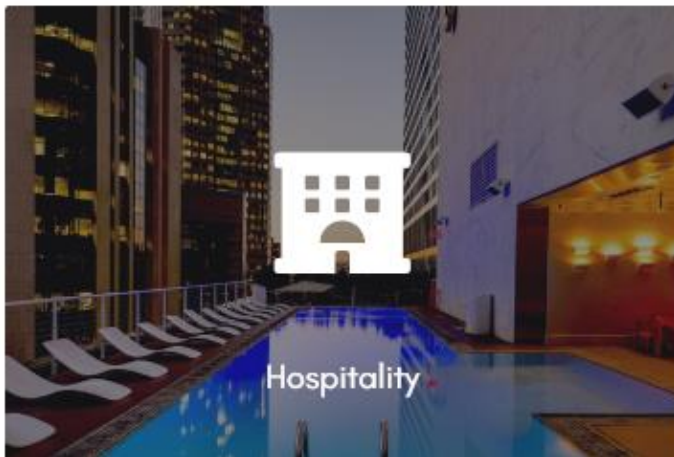
# Explore City Center

What are you looking for?

🔍 Search









# Best of City Center



Hodad's

nd Virginia Hardin began serving their A...

Drink



Krisp

Family owned since 1974, the former Super Jr. market lo...



Shopping & Retail

+1



SuperFly Tattu

We specialize in Professional Piercing



Personal Care / Services

## Word on the Street



Hello world!

it perspiciatis unde omnis iste natus  
ror sit voluptatem accusantium  
doloremque...

ategorized



This is a test blog!

Sed ut perspiciatis unde omnis iste natus  
error sit voluptatem accusantium  
doloremque...

 Uncategorized



Welcome to San Diego!

Sed ut perspiciatis unde omnis iste natus  
error sit voluptatem accusantium  
doloremque...

 Uncategorized

### City Center Business District

The City Center Business District (Downtown BID) provides the resources necessary to improve our quality of life and create a vibrant destination for shopping, dining, nightlife and tourism.

**Phone:** [619-234-0201](tel:619-234-0201)

**E-Mail:** [info@citycenter.com](mailto:info@citycenter.com)

**Address:** 401 B Street, Suite 100  
San Diego, CA 92101

### Our Blog



#### Hello world!

Posted in Uncategorized



#### This is a test blog!

Posted in Uncategorized



#### Welcome to San Diego!

Posted in Uncategorized

### Contact Us

Your Email Address

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Your Message

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Send Message



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**City Center Business District**  
**FY20 BID Actuals**

<i>Income</i>	<b>Budget &amp; Actuals</b>
Carryforward FY18 & FY19	35,000
Assessments	87,120
SBEP	19,661
SBEP - Bookkeeping	3,000
SBEP Technical Assistant	2,000
SBEP City Fees	1,200
<b>Total</b>	<b>147,981</b>

<i>Expense</i>	<b>Budget Expense</b>	<b>Actuals Expense</b>	<b>Variance</b>
Operating Expense	25,000	18,987	(6,013)
Personnel	32,350	18,763	(13,587)
Outreach & Publications	20,000	8,877	(11,123)
Special Events	37,992	16,203	(21,789)
Contingency	6,778	797	(5,981)
<b>Subtotal for Assessments</b>	<b>122,120</b>	<b>63,627</b>	<b>(58,493)</b>
Personnel - SBEP	19,661	14,005	(5,656)
SBEP - Bookkeeping	3,000	2,622	(378)
SBEP Technical Assistant	2,000		(2,000)
SBEP City Fees	1,200		(1,200)
<b>Subtotal for SBEP</b>	<b>25,861</b>	<b>16,628</b>	<b>(9,233)</b>
<b>SUBTOTAL</b>	<b>147,981</b>	<b>80,254</b>	<b>(67,727)</b>

<b>Net Income</b>	<b>-</b>
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# C Street

## Landscaping Beautification

