The Public can join the CEP Committee Meeting

- Join Zoom Meeting via Computer
  - https://us02web.zoom.us/j/88143736859?pwd=NlpISWJoZDcxL2FjdzU2OWZpV2xNUT09
  - Meeting ID: 881 4373 6859 / Password: 1234
- Mobile access Download Zoom App:
  - +16699009128,,88143736859#
  - Meeting ID: 881 4373 6859
- Dial in option:
  - +1 669 900 9128 US
  - Meeting ID: 881 4373 6859
- CEP Committee Meeting packet can be found at https://downtownsandiego.org/clean-and-safe/pbid-meetings-reports/

3:30 CALL MEETING TO ORDER
- Non-Agenda Public Comment
- Introductions

CHAIR UPDATE: Jason Wood
- Implications for Commercial Real Estate- The new normal

CEP PROJECT UPDATES
- Broadway Medians Conceptual Design- Phase One Presentation
  - Spurlock: Brad Lents
- Downtown San Diego Cultural Walk Signage- Phase One Presentation
  - Found Design: Will Ayers
- 2020 CEP Marketing Research Results- Phase One Presentation
  - DSDP: Sarah Brothers
  - Goals, Key Positive Perceptions, Negative Perceptions, and Insights and Recommendations
- Innovation Center- Construction and Programing Update
  - DSDP: Sarah Brothers
  - Installation Date
  - Standardized Pitch Deck for all of Downtown
  - Pitch Deck will be Shown to a Focused Group of Realtors, Developers, and CEP Members.

- Review and Approve FY21 CEP Budget Allocations - ACTION / Jason Wood

OTHER BUSINESS
- Updates from CEP Members – DISCUSSION / Jason Wood

CEP Committee Meeting Dates
FY21
- October 21, 2020 at 3:30pm

ADJourn
## CEP FY21 Budget Outline

<table>
<thead>
<tr>
<th>Projects</th>
<th>FY21</th>
<th>FY21 %</th>
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<tbody>
<tr>
<td>CEP/DT Marketing (Phase 2)</td>
<td>$25,000</td>
<td>11%</td>
</tr>
<tr>
<td>Demographic Study</td>
<td>$25,000</td>
<td>11%</td>
</tr>
<tr>
<td>Innovation Center Technology</td>
<td>$12,500</td>
<td>5%</td>
</tr>
<tr>
<td>CEP Property Mixer</td>
<td>$8,000</td>
<td>3%</td>
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<tr>
<td>CEP Property Investor Tour</td>
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<tr>
<td>B Street Improvements</td>
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<tr>
<td>Broadway Median Conceptual Design (Phase 2)</td>
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<tr>
<td>C Street Landscaping Maintenance</td>
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<td>3%</td>
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<tr>
<td>Cultural Signage Walk (Phase 2)</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$216,500</td>
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<tr>
<td>FY21 Budget</td>
<td>$228,918</td>
<td>100%</td>
</tr>
<tr>
<td>Under/(Over)</td>
<td>$12,418</td>
<td>5%</td>
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