

**The Public can join the CEP Committee Me**

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- 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
- Approval of meeting minutes July 22, 2020

**SPEAKERS**

- Juniper Strategic Advisory: **Daniel Reeves**
  - ❖ Port Master Plan<https://www.portofsandiego.org/waterfront-development/port-master-plan-update>

**CHAIR UPDATE**

- Cisterra Development: **Jason Wood**
  - ❖ Biotech Downtown
  - ❖ Committee Governance Structure

**2020 PROJECTS REPORT**

- Downtown San Diego Partnership: **Alex Gutierrez**
  - ❖ FY21 Q1 Review
  - ❖ Historical Signage
  - ❖ Broadway Median Redesign
  - ❖ CEP Safety Ambassador
  - ❖ Workplace Survey: Downtown Workforce Pulse
- Downtown San Diego Partnership: **Sarah Brothers**
  - ❖ Marketing Project Overview
  - ❖ Next Steps

**OTHER BUSINESS**

- Updates from CEP Members – **DISCUSSION / Jason Wood**

**CEP Committee Meeting**

**FY21**

- January 20, 2021 at 3:30pm
- April 21, 2020 at 3:30pm

**ADJOURN**

# Commercial Enhancement Program Meeting Minutes

July 22, 2020  
Zoom Meeting

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## **Call to Order**

The meeting was called to order by Jason Wood at 3:35p.m.

The following CEP Committee Members were present: Jason Wood, Dan McCurdy, Betsy Brennan, Matt Carlson, Christine Takara, Sumeet Parekh

The following staff members were present: Sarah Brothers, Alonso Vivas, Aimee Newman, Justin Apger, Taylor Stahl, Marshall Anderson, Sean Warner, Mari Katherine, Alex Gutierrez

No members of the public were present.

## **Non-Agenda Public Comment**

No non-Agenda Public Comment.

## **Overview**

Actions

- Review and approval of FY21 CEP budget: 1<sup>st</sup>- Matt Carlson/ 2<sup>nd</sup>- Dan McCurdy/ All in favor

## **Discussion**

- Broadway Median Conceptual design phase one presentation by Brad Lents with Spurlock. The following three concept designs were presented
  - North Embarcadero Extension; palm tree design. Feedback: The City does not allow palms to be planted.
  - Urban Canyon; tree canopy design. Feedback: Tree canopy may be affected due to large trucks and buses traveling through Broadway
  - Hybrid design; Palm tree on medians and tree canopy on sidewalk. Feedback: Palm tree restriction from the City and we may want to stay away from planting on the sidewalk.
  - Next steps are to move project into phase two to work on committee feedback and meet with community stakeholders.
- Downtown historical walking signage: We reviewed phase one options, locations and designed.
- CEP marketing research: We discussed goals, key positive and negative perceptions, insight, and recommendations. Next steps to finalize the create the future website and solidify research results to bring back to the committee during our October CEP meeting.
- Innovation Center: We discussed installation date, standardized pitch deck for Downtown.

## **Adjourn**

The meeting was adjourned by Jason Wood at 4:50p.m.