

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

- Join Zoom Meeting via Computer

Zoom Link: <https://us02web.zoom.us/j/82121819121?pwd=UnlvcjFYSVBZU1hEWExBaDgvdjhTZz09>

- Meeting ID: 821 2181 9121 Passcode: 769288
- Mobile access Download Zoom App:
 - ❖ +16699009128, 82121819121#
- Dial in option:
 - ❖ +1 669 900 9128 ID: 821 2181 9121
- CCBD Meeting packet can be found at <https://downtownsandiego.org/build-your-business/bid/>

3:30 CALL MEETING TO ORDER | Betsy Brennan - Interim Board Chairperson

- Non-Agenda Public Comment
- Board Members Roll Call
- Approval of Minutes from 9.22.20 Meeting | **ACTION**

SPEAKERS

Port Master Plan | ACTION – Position of Support and Letter of Support

- ❖ Jason Giffen, Vice President at Port of San Diego
- ❖ Lesley Nishihira, Director at Port of San Diego

<https://www.portofsandiego.org/waterfront-development/port-master-plan-update>

Biotech in Downtown

- ❖ Andrew Huggett, First Vice Principle at CBRE

CHAIR REPORT | Betsy Brennan - Interim Board Chairperson

- Elect Board Chairperson | **ACTION**
 - ❖ Two-year term (End Date December 2022)
- Resignation by Absence | **ACTION (Storefront Seat)**
 - ❖ Santiago Campo- Board Member and Treasurer
- Elect Board Treasure | **ACTION**
- Elect Board Secretary | **ACTION**
- Appoint Board Member | **ACTION (Entertainment Seat)**
 - ❖ Katy McDonald - Chief of Staff at the San Diego Symphony
- Board Members Term Extensions | **ACTION** - Two-year term (End Date December 2022)
 - ❖ Jimmy Parker (*Entertainment Seat*)
 - ❖ Astrid Naujokaitis (*Hospitality Seat*)
 - ❖ Javier Monteno (*Storefront Seat*)
- Board Seat Resignation | **ACTION**
 - ❖ Christine Y. Takara (*Business Seat*)
- Open Nominations for Business Seat | **ACTION**

DIRECTORS UPDATES | Alex Gutierrez | Presentation

Marketing and Communications

- Capital Campaign and Business Assistance Program - Burrie Chi
- Downtown Loyalty Program Phase Two Results
- Downtown Loyalty Program Phase Three

District Events

- Placemaking
- Holiday Décor

CONCLUSION | Chairperson

- Agenda Public Comment
- CCBD Board Meetings (**All meetings are called to order at 3:30p.m.**)
 - FY21**
 - ❖ January 26, 2020

ADJOURN | Chairperson

City Center Business District Meeting Minutes

July 28, 2020
Zoom Meeting

Call to Order

The meeting was called to order by Don Morris at 3:35p.m.

The following CCBD Board Members were present: Christine Takara, Betsy Brennan, Michael Caldwell, Astrid Naujokaitis, Don Morris, Greg Block, Danielle Berger, Markalan Hamilton, and Jimmy Parker

The following staff members were present: Alex Gutierrez, Justin Aspen, Sean Warner, Burrie Chi and Aimee Newman.

No members of the public were present

Non-Agenda Public Comment

There was no Non Agenda Public Comment.

Overview

Actions:

- Approval of Minutes from 5.26.20 Meeting: 1st- Jimmy Parker / 2nd- Greg Block / all in favor
- Creation of a Storefront Committee: 1st – Markalan Hamilton / 2nd – Greg Block / all in favor

Presentations:

- Broadway Medians Conceptual Design- Phase One Presentation
 - ❖ Spurlock: Brad Lents discussed three concepts designs and two locations gateway signage locations. The Board was informed that phase two will have a more defined community outreach and final design ideas.
- Downtown San Diego Cultural Walk Signage- Phase One Presentation
 - ❖ Found Design: Will Ayers discussed ten locations of where signage that will describe each area historic nature. The signage will be located on Broadway, C street and B Street.
- Curbside San Diego Program Presentation
 - ❖ DSDP: Sean Warner discussed the program and the opportunities it brings for Storefront business owners to expand their operations to the curbside on a temporary basis. This will assist the business owner to continue to operate during Covid.

Directors Update:

- Marketing and Communications
 - ❖ Alex discussed the results of the Downtown Loyalty Program. He informed the Board that City Center close to \$5,000 dollars in three days.
- Business Attraction
 - ❖ Board reviewed the functionality of the new City Center Website and its search capacity.
- District Events
 - ❖ A Curbside location was discussed where temporary business use parklets would be built. Danielle with Circulate SD informed us that they would be happy to be part of the project and assist on covering some cost.

Adjourn

The meeting was adjourned by Don Morris at 4:35p.m.

Katy McDonald

Chief of Staff

San Diego Symphony

Biography

As Chief of Staff at the San Diego Symphony Orchestra, Katy McDonald works directly with Martha Gilmer, CEO, on a multitude of long range projects including the planning and development of The ShellSM, the permanent, outdoor venue of the San Diego Symphony on San Diego Bay. Over the course of the last five years, McDonald has overseen the development of five-year strategic plan and various departments, including Finance, Facilities, Marketing, Institutional Advancement, and Learning and Community Engagement. In addition to her Chief of Staff responsibilities, McDonald is currently overseeing the work of the Institutional Advancement department, including fundraising for The ShellSM.

Prior to joining the Symphony in 2015, McDonald served as the Deputy Director of External Affairs for The San Diego Museum of Art where she ran the museum's development, marketing and communications efforts as well as community and government relations. She served as co-Interim Director for more than a year during the Director search.

Before returning to San Diego in late 2006, McDonald served as the Associate Director of External Affairs and the Director of Government and Community Relations at The Museum of Modern Art (MoMA) in New York. From 1998, McDonald directed the department that oversaw the implementation of strategic outreach in the community and government sectors concerning MoMA's \$900 million capital campaign which resulted in the expansion and renovation of the Museum, the opening of MoMA QNS, and the ongoing support of MoMA affiliate, P.S. 1 Contemporary Art Center, in Long Island City.

Prior to her work at MoMA, McDonald was the Director of Sales and Marketing at Broadcast News Network (BNN), a documentary television production company in Manhattan, creating a comprehensive marketing strategy for international and domestic markets and managing outside public relations, advertising and international sales.

As the Deputy Director of Communications at Phoenix House Foundation, a drug treatment and prevention organization in New York, McDonald designed and implemented the multi-faceted communications strategy for national and regional use. This included production of a quarterly newsletter, website, and media and public relations program.

Prior to 1996, McDonald worked with San Diego Dialogue, a cross-border Economic Development partnership housed at the University of California, San Diego. She has served as the Economic Development Director for San Diego Mayor Susan Golding, and was the Executive Director of the Otay Mesa Chamber of Commerce at the U.S./Mexican border.

Katy McDonald earned an M.A. in Business Administration from the University of San Diego and a B.A. in Philosophy and Political Science from The Colorado College. She presently resides in San Diego, California.