

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

- Join Zoom Meeting via Computer

Link: <https://us02web.zoom.us/j/84252557358?pwd=QVlxMm5xdStHYVBzS2h4ZnYrSEwzUT09>

- Meeting ID: 842 5255 7358 Passcode: 811651
- Mobile access Download Zoom App:
 - ❖ + 16699009128,,84252557358#
- Dial in option:
 - ❖ + 1 669 900 9128 ID: 842 5255 7358
- CCBD Meeting packet can be found at <https://downtownsandiego.org/build-your-business/bid/>

3:30 CALL MEETING TO ORDER | Greg Block - Chairperson

- Non-Agenda Public Comment
- Board Members Roll Call
- Approval of Minutes from 11.17.20 Meeting | **ACTION**

CHAIR REPORT | Greg Block - Chairperson

- Appoint Board Member | **ACTION (Business Seat)**
 - ❖ Marleen Abarca - Customer Experience Manager with EMMES

DSDP CEO REPORT

- Betsy Brennan | Back to work San Diego
 - ❖ https://www.sandiego.gov/sites/default/files/san_diego_ready_-_strategies_to_reopen_san_diegos_economy.pdf

SPEAKER

Downtown Innovation Center

- Sarah Brothers | **DSDP Director of Marketing and Communications**

CCBD BUSINESS HIGHLIGHT

- Katy McDonald | **Chief of Staff at the San Diego Symphony**

DIRECTORS UPDATES | Alex Gutierrez

Reports and Planning

- Committee Governance and Housekeeping: Conflict of Interest
- Recap of CCBD Obligations: District Management Agreement
- FY22 Draft Budget Narrative | **Handout on day of meeting (via Email)**
- FY22 Budget Priorities Discussion

Other Reports

- Parking District Funds
- Civic SD Capital Campaign Grant

SPECIAL MEETING | February 17th at 3:00pm | Greg Block – Chairperson

- FY22 Final Budget Review

CONCLUSION | Chairperson

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

FY21

- ❖ March 23, 2021

ADJOURN | Chairperson

City Center Business District Meeting Minutes

November 17, 2020
Zoom Meeting

Call to Order

The meeting was called to order by Betsy Brennan at 3:36 p.m.

The following CCBD Board Members were present: Jimmy Parker, Kelly Bargabos, Astrid Naujokaitis, Lindsay Kota, Christine Takara, Betsy Brennan, Greg Block, Danielle Berger, Javier Monteno, Michael Hamilton, Markalan Hamilton

The following staff members were present: Alex Gutierrez, Justin Aspen, Burrie Chi

No members of the public were present.

Non-Agenda Public Comment

There was not Non-Agenda Public Comment.

Overview

Actions:

- Approval of Minutes from 9.22.20 Meeting: 1st- Greg Block / 2nd- Danielle Berger / all in favor
- Letter of Support for Port Master Plan: 1st – Jimmy Parker / 2nd – Javier Monteno / all in favor
- Elect Chairperson: Greg Block was nominated: 1st – Jimmy Parker / 2nd – Kelly Bargabos / all in favor
 - Greg Block took over the Board meeting after the Chairperson action was accepted.
- Resignation by Absence (Storefront Seat) Santiago Campo- Board Member and Treasurer: 1st – Linsey Kotas / 2nd – Christine Takara / all in favor
- Elect Board Treasure - Nomination of Lindsey Kotas: 1st – Michael Caldwell / 2nd - Kelly Bargabos / all in favor
- Elect Board Secretary - Nomination of Danielle Berger: 1st – Javier Monteno / 2nd – Christine Takara / all in favor
- Appoint Board Member (Entertainment Seat) Katy McDonald - Chief of Staff at the San Diego Symphony: 1st – Kelly Bargabos / 2nd – Michael Hamilton / all in favor
- Board Members Term Extensions - Two-year term (End Date December 2022)
 - Jimmy Parker (Entertainment Seat)
 - Astrid Naujokaitis (Hospitality Seat)
 - Javier Monteno (Storefront Seat)
 - 1st – Lindsay Kota / 2nd – Kelly Bargabos / all in favor
- Board Seat Resignation (Business Seat) Christine Takara: 1st – Astrid Naujokaitis / 2nd – Kelly Bargabos / all in favor

Action Notes:

- Christine Takara submitted Marleen Abarca as a possible Business Seat Board member. Board was informed that the action will be taken at the January 26th, 2021 meeting. It was requested that board members submit any names of other CCBD business community members for the open business seat.

Adjourn

The meeting was adjourned by Greg Block at 4:50 p.m.

MARLEEN ABARCA: Customer Experience Manager



Marleen Abarca joined EMMES in 2018 and is responsible for managing marketing efforts, customer relations, and events for the entire EMMES portfolio. In addition to managing marketing efforts, Marleen is in charge of brand management, advertising / marketing campaigns and outreach efforts for the EMMES Advantage Program for the San Diego & Irvine portfolio.

Marleen has more than five years of experience in a marketing, brand management and event leadership role. Prior to EMMES, Marleen held various marketing professional roles in Los Angeles.

Over her career, Marleen has been directly responsible for event planning, brand management, advertising, marketing, and customer relations.

Prior Experience:
Westfield, LAX Airport Division
Marketing Coordinator (2017 – 2018)

The Hype! Agency
Assistant Activation Specialist (2016 – 2017)

Education:
Bachelor of Science, Business Administration
Marketing from San Diego State University