

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

- Join Zoom Meeting via Computer
 - ❖ Link: <https://us02web.zoom.us/j/83319930418>
- Meeting ID: 833 1993 0418
- Mobile access Download Zoom App:
 - ❖ +16699009128,,83319930418#
- Dial in option:
 - ❖ +1 669 900 9128 ID: 833 1993 0418
- 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 1.26.21 Meeting | **ACTION**

CHAIR REPORT

- Resignation from the CCBD Board: Kelly Bargabos – Entertainment Seat
- Call for Nominations: Open Board seats will be announced on the Website and Newsletter
- Downtown Homelessness Update

BUSINESS SPOTLIGHT

- Rodolfo Farber | **President of Creative Builds**
 - ❖ <https://www.creativebuildsusa.com/>

SPEAKER

DSDP Placemaking Blueprint

- Sean Warner | **DSDP Director of Community Enhancement**

DIRECTORS UPDATE | Alex Gutierrez

Marketing and Communications

- City Center Recovery
 - ❖ Goals and Result Driven Key Performance Indicators

Business Retention

- COVID Assistance
 - ❖ Review Federal, State, and Local Business Assistance Programs

District Placemaking

- City Center Curbside San Diego
 - ❖ Update on implementation process

CONCLUSION | Greg Block

- Agenda Public Comment
- CCBD Board Meetings (**Meetings are called to order at 3:30 p.m.**)
 - FY21**
 - ❖ May 25, 2021

ADJOURN

City Center Business District Meeting Minutes

January 26, 2021
Zoom Meeting

Call to Order

The meeting was called to order by Greg Block at 3:36 p.m.

The following CCBD Board Members were present: Kelly Bargabos, Jimmy Parker, Katy McDonald, Astrid Naujokaitis, Lindsay Kotas, Marleen Abarca, Betsy Brennan, Greg Block, Danielle Berger, Michael Caldwell, Markalan Hamilton

The following staff members were present: Alex, Rebecca, Aimee, Sarah

No members of the public were present.

Non-Agenda Public Comment

There was not Non-Agenda Public Comment.

Overview

Actions:

- Approval of Minutes from 11.17.20 Meeting: 1st- Jimmy Parker/ 2nd- Lindsey Kota / all in favor - Yes
- Appoint Board Member (Business Seat) Marleen Abarca – EMMES: 1st- Lindsey Kota/ 2nd- Michael Caldwell / all in favor - Yes

Presentations:

- Sarah Brothers presented on the Future Innovation Center at DSDP office and how it will support Downtown in the future of reopening and growth.

Discussion:

- Greg Block discussed the back-to-work program and the temporary parking program. Betsy Brennan and Greg Block discuss the use of the parking program, which is to assist storefront customers with quick picks of goods.
- Greg Block discussed the Business Spotlight Initiative to bring business owners to speak at our Boards meeting. The goal is to know who they are, how we can help them, and how they are dealing with COVID business restrictions. He requested that Board members reach out to us with suggestions of local businesses that can come and speak at the Board meetings.
- Betsy Brennan discussed the Back to Work COVID taskforce subcommittee on Business. She also Discussed the DSDP priorities for 2021, which include.
 1. Reenergize Downtown San Diego's Economy, Priority
 2. Health, Safety & Housing
 3. Champion & Nurture a Downtown Experience for All
 4. Organizational Excellence & Prioritizing Equity
- Katy McDonalds spoke about the future of the Symphony and presented on the new Symphony project called the Shell and offered a tour for all CCBD board members.
- Alex Gutierrez discussed Governance regarding Board member's conflict of interest and how each board member will need to review the CCBD project. Discussion included being open and stepping away from voting on any project that could be a conflict of interest for them and notifying Greg and Alex ASAP. The board also reviewed the District Management Agreement between the City and DSDP for the management in the BID. Which include staffing, marketing, business attraction and retention, and branding. A full review of the FY20 BID performance

metrics were discussed, this covered job gains and losses, business gains and losses, vacancy rate, and average rental rate.

- The board also reviewed the FY22 draft budget narrative and discussed the City timeline for submission. It was requested by board members to give feedback on FY22 budget priorities.
- We discussed Parking District Funds, projects, and the status of implementation of the project.
- The board was informed that we received the Civic SD Capital Campaign Grant of \$10,000. Which will go to cover a part-time CCBD staff member that will focus on business grants, loans, and marketing.
- Marshall Anderson requested support for a homeless initiative that DSDP is leading and discussing with the City of San Diego. A special meeting was established for Friday 29, 2021 for review of the initiative and for the board to vote.

Other:

- SPECIAL MEETING | February 17th at 3:00pm | Greg Block – Chairperson FY22 Final Budget Review

Adjourn

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