



## Downtown San Diego Business Improvement District

### Advisory Board Meeting Minutes

July 30, 2019 5:30pm

401 B Street, Suite 100, San Diego, CA 92101

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#### **Call to Order**

#### **No Non-Agenda Public Comment**

- Chair Bill Sauls called the meeting to order at 5:30pm
- The following BID Advisory Board Members were present: Bill Sauls, Javier Montero, Don Morris, Astrid Naujokaitis, Jimmy Parker, Betsy Brennan
- The following staff members were present: Alex Gutierrez, Alicia Kostick, Sean Warner, Alonso Vivas, Aimee Newman

#### **Approval of Minutes**

**Motion:** To approve June 2019 board minutes.

- Attendance met quorum and board approve June 2019 minutes
- 1<sup>st</sup>: Don Morris
- 2<sup>nd</sup>: Astrid Naujokaitis
- Sustained: Jimmy Parker

#### **Chair Report**

- Board discussed changing the City Center board meeting hours to afternoon. Board members will be informed of date and time before September's board meeting. Tentative- Date: Last Tuesday of every month. Time: 3:30pm to 5pm
- Bill discussed the hiring of an intern that will be a funded position through Civic. The intern will focus on assisting Alex with business interview, reviewing the City business roll and formatting a business retention plan.

#### **City Center BID Speakers**

- Norma Medina with Economic Development spoke about storefront improvements. She explained the program will pay up to 50% of the storefront improvements but no more than \$8000. However, if the owner is improving 2 thru 3 properties the program will pay up to 50% with a maximum of \$12,000. The storefront program will assist with the restoration of historical storefront and will cover up to \$12,000. The City also can assist in funding the hiring of a consultant to create the architectural drawings. Currently there are 68 projects using the program with a 24-month timeline. Storefront program is on a reimbursable process and a business tax certification is required from the business performing the storefront upgrades. The storefront program is dictated by policy 900-17.
- Brad Richter with Civic discussed the mobility plan for Downtown. he explained that there are 4 stages to the program. Civic is responsible for the signage on the mobility plan. The project is being implemented in six Downtown neighborhoods; City Center, East Village, Gaslamp, Marina, Columbia, and Little Italy. The mobility plan is scheduled to be completed by 2020.

#### **Staff Report**

- Alex Gutierrez updated the board on the purchased of the City Center website domain.

- Alex and Sean presented the banner designs to the board. The board made suggestions regarding the banner designs. The staff agreed to the changes and update Jimmy Parker and Astrid Naujokaitis via email with the design modifications.
- Sean presented on the trash cans designs for C street. This is a line item on the PBID budget. However, the agreement is for the City Center BID to give their suggestions on the design.
- Alex and Sean discussed the Park(ing) day partnership between Lyft, Circulate SD, DSDP Clean & Safe, and City Center BID. Park(ing) day will be on September 20<sup>th</sup> from 8 a.m. to 2 p.m. There will be seating, games and music. The location is south side of B between 6<sup>th</sup> and 7<sup>th</sup>.

### **Financials**

- Bill Sauls reviewed the City Center BID financials from July 2018 through June 2019.
  - 1<sup>st</sup> Jimmy Parker
  - 2<sup>nd</sup> Javier Montero

### **Adjourn**

The meeting was adjourned by Bill Sauls at 6:44 p.m.