

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

- Join Zoom Meeting via Computer: <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
- Agenda Public Comment
- Board Members Roll Call

**(3:35) BUSINESS SPOTLIGHT**

- Damian Gonzalez | **Veggilish**
  - ❖ <https://www.veggilish.com/>
  - ❖ SD Voyager Article: <http://sdvoyager.com/interview/meet-damian-gonzalez-veggilish-downtown/>

**(3:44) CHAIR REPORT**

- Resignation from the CCBD Board: Astrid Naujokaitis | **Hospitality Seat**
- Nominations Committee Appoint Two Board Members to the Committee
- City of San Diego Arts District Discussion

**(3:52) ACTION ITEMS**

- Approval of Special Meeting Minutes from 1.29.21
- Approval of Annual Meeting Minutes from 2.16.21
- Approval of Board Meeting Minutes from 3.23.21
- Appoint Board Member | **Entertainment Seat** | Brendan Farley – Director of Operations, San Diego Theatres
- Appoint Board Member | **Hospitality Seat** | Sarah Kirchoff – Senior Sales Manager, Kimpton Hotel Palomar
- Policy Update | Letter of Support | **Marshall Anderson**
  - ❖ Reactivate 20<sup>th</sup> & B as a Safe Campsite
  - ❖ Reinvigorate Project 25
  - ❖ Ensure Outreach in Areas of Greater Need

**DIRECTOR'S REPORT | Alex Gutierrez**

**(4:05) Budget | Terri Johnson**

- Year-to-date Report

**(4:15) Events**

- Arts Event at Civic Plaza
- Sounds of Summer Concerts

**(4:18) Beautification**

- B Street Beautification
- E Street Landscaping
- Discover City Center
- District Banners Update
- 5<sup>th</sup> & C and 4<sup>th</sup> & B Safety, Sanitation, and Property Art

**(4:27) CONCLUSION | Chairperson**

- CCBD Board Meeting (**All meetings are called to order at 3:30 p.m.**)
  - ❖ July 27, 2021

**(4:30) ADJOURN | Chairperson**

# City Center Business District Special Meeting

January 29, 2021  
Zoom Meeting

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## **Call to Order**

Greg Block called the meeting to order at 8:34 a.m.

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

The following staff members were present: Alex Gutierrez

No members of the public were in attendance.

## **Non-Agenda Public Comment**

There was no Non-Agenda Public Comment.

## **Overview**

### **Action:**

- Letter of Support for Downtown Homelessness Initiative: 1st – Jimmy Parker / 2nd – Lindsay Kotas / all in favor
- The CCBD Board endorses the Downtown Homelessness Initiative with recommendations. The City Center Board endorsement is not contingent on moving forward with the letter. However, the Board requests that DSDP strongly considers the below edits.
- Section six of the draft letter regarding enforcing aggressive and threatening behavior, including violence, vandalism, substance abuse, and drug sales. The CCBD Board recommends that the following language of the second sentence is modified and or edited.

### **Recommendation:**

1. Edit sentence two of section six to state the following. Homelessness is not a crime; to reduce harm to people experiencing homelessness, we must reduce opportunities for criminals to prey on the homeless community, who often commit crimes without fear of retribution.
2. Language review of the letter. Please review the letter to find language that can better express the letter's goals, such as modifying the header in section six by replacing the word Enforce with Police.

## **Agenda Public Comment**

There was no Agenda Public Comment.

## **Adjourn**

Greg Block adjourned the meeting at 8:49 a.m.

# City Center Business District Annual Meeting Minutes

February 16, 2021  
Zoom Meeting

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## Call to Order

Greg Block called the meeting to order at 3:36 p.m.

The following CCBD Board Members were present: Kelly Bargabos, Jimmy Parker, Katy McDonald, Astrid Naujokaitis, Lindsay Kotas, Marleen Abarca, Greg Block, Michael Caldwell.

The following staff members were present: Alex Gutierrez, Aimee Newman, Justin Apper, Terri Johnson

No members of the public were in attendance.

## Non-Agenda Public Comment

- There was no Non-Agenda Public Comment.

## Overview

### Actions:

- Approval of the FY22 BID Budget: 1st- Jimmy Parker/ 2nd- Lindsey Kota / all in favor - Yes

### Presentations:

- Introduction to City Center
  - Reviewed the history of the BID and the business breakout by category.
  - We discussed opportunity areas outside the current footprint of the City Center BID.
  - Review the BID's performance metrics between July 1, 2019, and June 30, 2020.
- City Center Survey Review
  - Discussed the survey results for the BID; the results showed the opinion of Board members on the subject like the website, social media, areas of focus during the FY22 season. The Survey will be modified and reposted after FY22.
- **FY22 Narrative Review**
  - We discussed the three narrative focus areas for the BID during FY22. Reenergize City Center Business District Economic, Champion and Nurture the City Center Experience, and BID Excellence.
- **FY22 Budget Allocations**
  - The board reviewed all the allocations for FY22 and approved the budget.

## Adjourn

- Greg Block adjourned the meeting at 4:25 p.m.

# City Center Business District Meeting Minutes

March 23, 2021  
Zoom Meeting

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## Call to Order

Greg Block called the meeting to order at 3:34 p.m.

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

The following staff members were present: Alex Gutierrez, Marshall Anderson, Sean Warner, Terri Johnson

No members of the public were present.

## Non-Agenda Public Comment

There was not Non-Agenda Public Comment.

## Overview

### Actions:

- Approval of Board Meeting Minutes from 1.26.21 Meeting: 1st- Michael Caldwell / 2nd- Lindsey Kota / all in favor - Yes

### Chair Report:

- Kelly Bargabos resigned from the CCBD Board due to family relocating out of State. The entertainment seat is open; we will send out a call for nominations. If anyone has any nominees, please direct them to Alex Gutierrez and Greg Block.
- Greg Block gave a homelessness update to discuss the accident under the City College bridge, where three homeless people passed away. Greg Block addressed a meeting that Betsy Brennan hosted with Major Todd Gloria, Supervisor Fletcher, City Council President Pro Tempore Stephen Whitburn. The group asked the Major to increase mental health support, minimize the tents, maintain Clean SD, and maintain neighborhood policing for Downtown.

### Presentations:

- **City Center Business Highlight:** Rodolfo Farber, President of Creative Builds, informed the Board that the company is a Commercial General Contractor; their office address is 925 B St. Suite 601 San Diego, CA, 92101. The company has been in business for ten years, working on tenant improvements. He highlighted projects completed by his teams, such as BNIM Office, Suja, MAC cosmetics, The Henry in Coronado, Kettner Exchange, and Puesto. He offered the companies services to work with any organization or storefront that is looking for tenant improvements.
- **DSDP Placemaking Blueprint:** Sean Warner, Director of Community Enhancement, cover the importance of Placemaking Downtown. He covered projects that have been completed Downtown; these projects include tree planting projects through the Grow Urban campaign, electrical box art, and Corner Planters. The Placemaking Committee's recommendations developed the Placemaking Blueprint with five goals to guide the projects for the next five years. The Placemaking Blueprint is available for your review and feedback; we will email a copy to the Board. Please feel free to reach out to Sean Warner with any questions.

**Discussion:**

- BID Goals and objectives: The District Director discussed the FY22 goals to continue to improve the BID.

These goals and objectives are.

1. Create a communications plan to bring small business issues to light, support City Center marketing, create an engaging newsletter, and link City Center to Downtown events.
  2. Foster health, safety, and wellness by advocating and supporting homeless service, supporting the increase of public safety, and conducting PROW lighting assessments.
  3. Cultivate the District's unique character by incorporating Arts as part of the City Center experience and evaluating the District branding to improve public relations.
  4. Build structure integrity by increasing staff training and development, continue the intern staff position, maintaining a strong board representation, and website management.
- Greg Block asked how KPIs will be reported out and tracked. Alex Gutierrez stated that there would be quarterly report tracking, but he is open to board input. Katy McDonald noted that she felt that board members could help support the BID goals and made the Symphony available to support in any way they can.
  - Astrid Naujokaitis, GM at the Palomar Hotel, reported that the hotel had received negative feedback from the guest due to 5th & C Street conditions. The concerns include sanitation and guest not feeling safe while walking through the area. Alex Gutierrez informed her that he would be working with her to address these issues.
  - Alex Gutierrez updated the Board on Local, State, and Federal business grants available to businesses. He gave an update about the permitting process for the E street project. Once permits are issued, we will provide both business owners with MOU's to review and sign.
  - Greg Block reminded the Board of the open positions on the Placemaking Committee and the opportunity to join and represent City Center. He also reminded the Board of the next board meeting date, which is May 25th, 2021.

**Adjourn**

- Greg Block adjourned the meeting at 4:37 p.m.



# San Diego Theatres

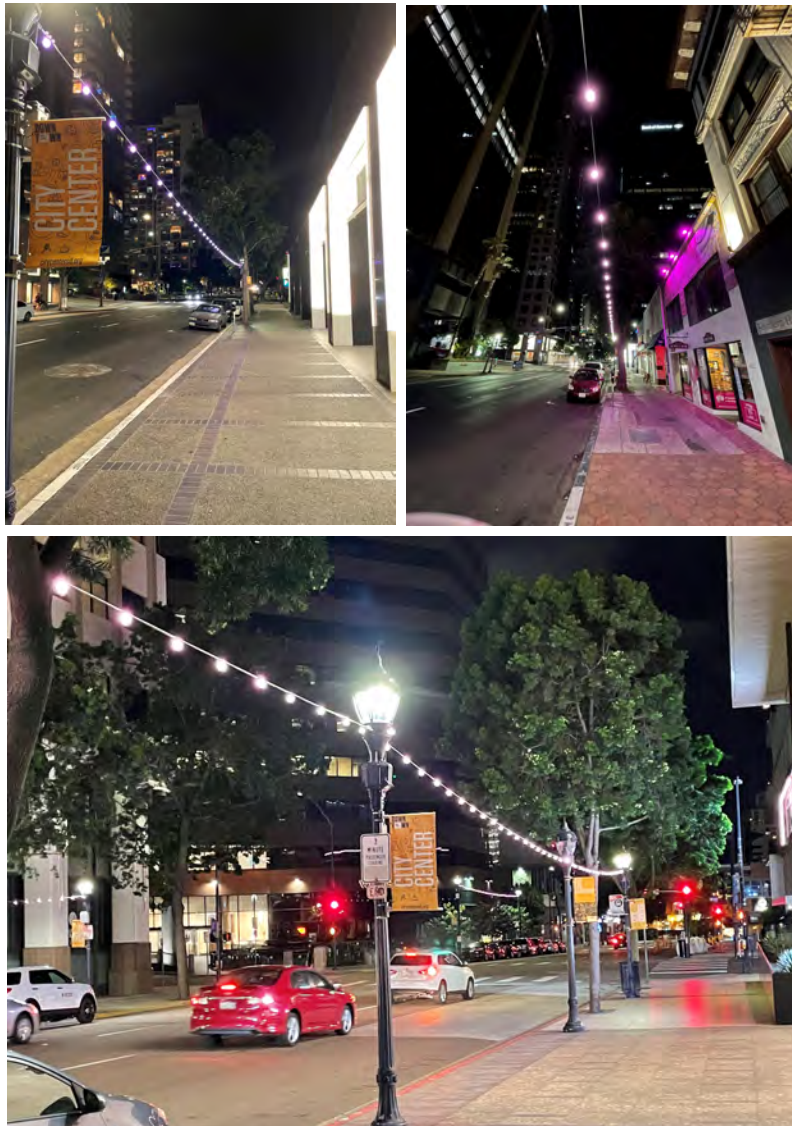
## **Brendan Farley:** Director of Operations

Brendan joined San Diego Theatres in the fall of 2015. He works directly with the dynamic San Diego Theatres staff to create moments that matter for the stakeholders of the Civic and Balboa Theatres. Since graduating from Ithaca College with a BFA in Acting, Brendan has worked as an actor, a scenic carpenter and electrician, a technical director, and a production manager. At San Diego Theatres, he combines his broad theater experience with his passion for creating a cultural and performing arts center to serve San Diego. Brendan and his wife Katherine live in Coronado with their son.

**Downtown BID**  
**Profit & Loss by Class**  
 July 2020 through April 2021

	Adjustments	BID	Civic	Parking Dist...	SBEP	Unclassified	TOTAL
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>BID Income</b>							
40001 · BID Assessments	0	51,094	0	0	0	0	51,094
40002 · SBEP	0	0	0	0	19,661	0	19,661
<b>Total BID Income</b>	0	51,094	0	0	19,661	0	70,755
<b>Civic Internship</b>	0	0	10,000	0	0	0	10,000
47100 · Parking District -City Center	0	0	0	42,034	0	0	42,034
49000 · Other Operating Income	0	0	0	0	0	16,305	16,305
<b>Total Income</b>	0	51,094	10,000	42,034	19,661	16,305	139,094
<b>Gross Profit</b>	0	51,094	10,000	42,034	19,661	16,305	139,094
<b>Expense</b>							
Contingency	0	300	0	0	0	0	300
Operating	(3,183)	31,735	0	0	0	311	28,864
Parking District - City Center	0	0	0	42,034	0	0	42,034
Personnel	(4,528)	22,034	8,233	0	19,661	0	45,400
Special Events	186	3,495	0	0	0	0	3,681
50200 · Partnership Management Fee	4,152	0	0	0	0	0	4,152
56000 · Outreach Publications	0	1,080	0	0	0	0	1,080
<b>Total Expense</b>	(3,373)	58,645	8,233	42,034	19,661	311	125,511
<b>Net Ordinary Income</b>	3,373	(7,551)	1,767	0	0	15,994	13,583
<b>Net Income</b>	<b>3,373</b>	<b>(7,551)</b>	<b>1,767</b>	<b>0</b>	<b>0</b>	<b>15,994</b>	<b>13,583</b>

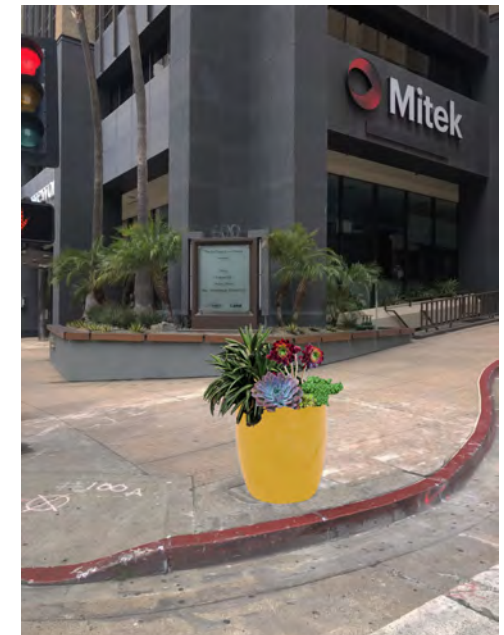
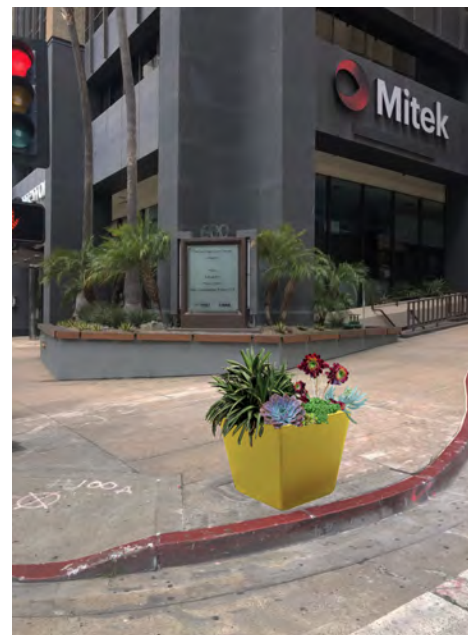
## Pole-to-Pole Lighting



## Corner Planter Options

### Option 01

### Option 02





## Option 01



**Succulent Garden:** Aoeniums (yellow flowers), Blue Chalksticks, Senecios, Kalanchoes, Escheverias. Nothing spikey or poisonous for safety. These are affordable, very common, and very low water.



Aeoniums



Chalk Sticks



Crassulas



Echeverias



## Option 02



**Flowering Shrubs:** A display of low water, yellow blooms to accent the City Center identity. Bloom cycles are listed below, only shrub foliage would be visible during the off-cycle.



**Winter Jasmine**  
(Winter - Spring)



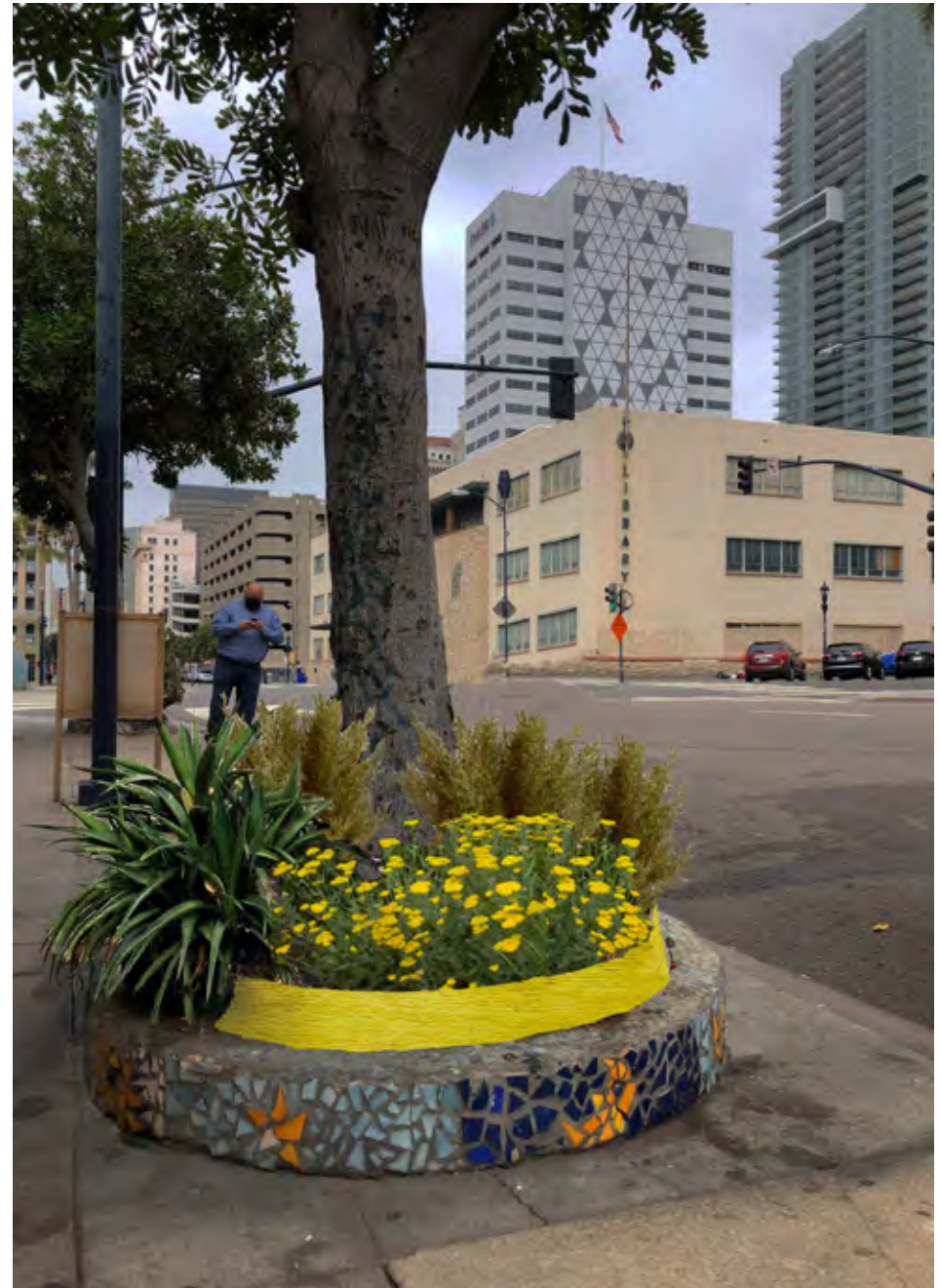
**Lantana New Gold**  
(Spring - Fall)



**Moonshine Yarrow**  
(Summer - Fall)



**Damianita Daisy**  
(Spring - Fall)





## 18 Locations to Discover

# DISCOVER CITY CENTER

## LOCATION 1 - SPRECKLES THEATER

The Spreckles Theater was designed for philanthropist John D. Spreckels to commemorate the opening of the Panama Canal. Built in 1912, it was touted as “the first modern commercial playhouse west of the Mississippi”. Originally created to host live theater performances, it was converted to allow motion pictures in 1931 and received Historic Landmark Designation in 1972.

Scan the QR code to access the Discover City Center guide to all 18 locations!

@citycentersd  
@downtownsandiego



DOWNTOWN  
**SAN DIEGO**  
PARTNERSHIP  
CLEAN & SAFE

**CIRCULATE**  
SAN DIEGO