

# City Center Business District Meeting Minutes

March 23, 2021  
Zoom Meeting

## 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.