

PUBLIC MEETING NOTICE

The Public can join the CEP Committee Meeting via the following options.

- Join Zoom Meeting via Computer
 - ❖ <https://us02web.zoom.us/j/85652108275?pwd=VURsMHpPZytCTExJQlVlWVg5aWNaQT09>
 - ❖ Meeting ID: 856 5210 8275 / Password: 996276
- One tap mobile:
 - ❖ +16699009128,,85652108275# / Meeting ID: 856 5210 8275
- Dial in option:
 - ❖ +1 669 900 9128 / Meeting ID: 856 5210 8275
- CEP Committee Meeting packet can be found at <https://downtownsandiego.org/clean-and-safe/pbid-meetings-reports/>

3:30 p.m. – CALL MEETING TO ORDER

Non-Agenda Public Comment

President & CEO Update | Betsy Brennan

Staff Update

- Introduction
- CEP FY21-22 Budget Overview
- Downtown Demographics Study Vendor Selection

Action Items | Jason Wood

- Appoint Committee Member | **ACTION**
 - ❖ Derek Hulse – Cushman & Wakefield
- Approval of Minutes Jan. 20, 2021, and April 21, 2021 | **ACTION**

Chair Update | Jason Wood

- Featured speaker: Marin Gertler – IQHQ
- Update on Walking Tour

Other Business | Jason Wood

- Updates from CEP Members

Next Meeting

- Oct. 20, 2021, at 3:30 p.m.

ADJOURN

ACTION 1 – Appoint Committee Member Derek Hulse – Cushman & Wakefield



Derek Hulse is the Managing Director of Cushman and Wakefield's San Diego Office Division and has over 13 years' experience specializing in the leasing and sale of office properties in the central and urban San Diego office markets. His primary focus is representing owners, both private and institutional, of multi-tenant office projects, and currently represents properties totaling 5 million square feet. Throughout his career he has represented a variety of developers and real estate operators in a multitude of complex lease and sale transactions. He has developed a reputation with his clients as being a trusted advisor who truly understands their real estate needs and presents clear and concise solutions which add value to their real estate portfolio.

- Involved in over \$1 Billion in lease and sales transactions
- Consistently a top-producer in the San Diego Region
- San Diego Business Journal's Top Influential

ACTION 2 – Approval of Meeting Minutes

Jan. 20, 2021, and April 21, 2021

(Minutes included as attachments)

Commercial Enhancement Program Meeting Minutes

January 20, 2021
ZOOM Meeting

Call to Order

- The meeting was called to order by Jason Wood at 3:35 p.m.
- The following CEP Committee Members were present: Jason Wood, Dan McCurdy, Betsy Brennan, Derek Hulse, Matt Carlson, Christine Takara, Sarah Buss, Sumeet Parekh.
- The following staff members were present: Sarah Brothers, Alonso Vivas, Rebecca Rybczyk, Dani Garcia, Alex Gutierrez.
- No members of the public were present.

Non-Agenda Public Comment

- No non-Agenda Public Comment.

Chair Update

- Jason Wood with Cisterra Development reminded the CEP Committee that there are two open seats for Secretary and Treasurer to please reach out to Alex if they are interested.

Speaker

- David Lapidus with Tishman Speyer presented on the Tailgate Park Project.

Staff Update

- Betsy Brennan gave an update on the Majors Back to Work SD initiative.
- Alex Gutierrez reviewed the CEP Management Plan, Conflict of Interest, and gave year date Budget Update.
- Dani Garcia presented CEP Safety Data and Personnel staffed to address quality of life throughout CEP properties.
- Sarah Brothers gave an update on the build-out of the Innovation Center and Create the Future website.

Adjourn

- Jason Wood adjourned the meeting at 4:35 p.m.

Commercial Enhancement Program

Meeting Minutes

April 21, 2021
ZOOM Meeting

Call To Order

- The meeting was called to order by Sumeet Parekh at 3:35 p.m.
- The following CEP Committee Members were present: Dan McCurdy, Betsy Brennan, Derek Hulse, Matt Carlson, Christine Takara, Sumeet Parekh.
- The following staff members were present: Sarah Brothers, Alonso Vivas, Rebecca Rybczyk, Dani Garcia, Marshall Anderson, Alex Gutierrez.
- No members of the public were present.

Non-Agenda Public Comment

- No non-Agenda Public Comment.

Chair Update

- Sumeet Parekh gave a Downtown market update, where he discussed the status of 16 major projects. Sumeet Parekh asked Derek Hulse to share Downtown market data.
- Derek Hulse mentioned that the sale of the Spreckels Theater closed on April 20th, 2021. Derek Hulse shared that there is diversification entering Downtown due to life sciences and tech.

Speaker

- Sean Warner with Downtown San Diego Partnership presented on the Downtown Placemaking Blueprint. He discussed the importance of the five primary placemaking goals that will help with the development of beautification projects Downtown.
- Q&A:
 - Q: Sumeet Parekh, how does the Placemaking Committee choose where different placemaking happens in Downtown?
 - A: Sean Warner, Placemaking project do not have to go through the Placemaking Committee. Projects are looked at on a one-on-one basis; if the project aligns with the Partnership's goals, we will partner with public or private entities.

Staff Update

- Sarah Brother provided an update on the progress of the Innovation Center. The purpose of CEP supporting the implementation of the Innovation Center is to complement the CEP efforts for the retention and attraction of businesses into the Downtown market.
- Rebecca Rybczyk discussed the 2021 Downtown Demographics Study goals. The study will give insight into who lives, works, and plays in the Downtown community.
- Marshall Anderson discussed the rise of encampments and behavioral health incidents. The Partnership conducted a tent assessment during Jan-March 2020; the same assessment took

place in the same timeframe in 2021. This assessment showed an increase in both tents and 5150 service calls.

- Sean Warner shared an update on the Architectural Walk signs. The project is in the permitting phase; depending on the timing of this process, installation may be delayed until Q1 of FY22.
- Alonso Vivas informed the Committee that the Clean and Safe board approved the FY22 Budget on April 20 next steps are approval at City Council. This budget will increase services throughout CEP properties for power washing.

Action Items

- The Committee did not take the following actions due to the quorum not being met.
 - Appoint Committee Member: Derek Hulse – Cushman & Wakefield
 - Approval of Minutes January 20, 2021

Other Business

- Sumeet Parekh informed the Committee that there would need to be a Special Meeting to review the FY22 CEP budget, date and time is to be determined.

Adjourn

- Sumeet Parekh adjourned the meeting at 4:31 p.m.