

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

- Join Zoom Meeting via Computer:
 - <https://us02web.zoom.us/j/84776909681?pwd=N2lQaUllMjJlV1VUNUg1VThTNGl5UT09>
 - Meeting ID: 847 7690 9681 Passcode: 811376
- Mobile access Download Zoom App: +16699009128,,84776909681#
- Dial in option: +1 669 900 9128 ID: 847 7690 9681
- 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

- Ciara Murillo | **Cafe Leader, Blue Bottle Coffee**
 - ❖ <https://bluebottlecoffee.com/>
 - ❖ Jilt Article: <https://jilt.com/blog/blue-bottle-coffee-content-marketing/>

(3:42) SPEAKER

- Alonso Vivas | **Executive Director, Clean and Safe Program**
 - City Center Services for Fiscal Year 2022

(3:57) ACTION ITEM

- Approval of Board Meeting Minutes from 5.25.21

(4:00) CHAIR REPORT

- Resignation from the CCBD Board:
 - Danielle Berger | **Business Seat and Secretary Board Position**
 - Marleen Abarca | **Business Seat**
- Open Board Seats (Open seats will be posted on the August Newsletter)
 - Two Business Seats
 - One Storefront
- Nominations Committee - One more Board volunteer needed

(4:05) Policy

- City Council Motion for BID Accountability Plan
 - BID Bylaw Review
 - Adaptation of anti-harassment, conflict of interest, and board inclusivity policies

(4:15) DIRECTOR'S REPORT | Alex Gutierrez

Staff Update

- Vanessa Kyriakides, **Business Retention Intern**

Events

- Curbside E Street Launch Update
- Civic Center Plaza Activation
- Live After Five Concert Series

(4:27) CONCLUSION | Chairperson

- CCBD Board Meeting (**All meetings are called to order at 3:30 p.m.**)
 - ❖ September 28, 2021

(4:30) ADJOURN | Chairperson

City Center Business District Meeting Minutes

May 25, 2021
Zoom Meeting

Call to Order

Greg Block called the meeting to order at 3:38 p.m.

Non-Agenda Public Comment

There was not Non-Agenda Public Comment.

Agenda Public Comment

There was no Agenda Public Comment.

The following CCBD Board Members were present: Jimmy Parker, Katy McDonald, Greg Block, Danielle Berger, Michael Caldwell, Betsy Brennan, Javier Monteno, Markalan Hamilton.

The following staff members were present: Alex Gutierrez, Marshall Anderson, Terri Johnson, Sarah Brothers, Rebecca Rybczyk, Justin Apper.

Business Spotlight

- Damian Gonzalez, the business owner of Veggilish, gave an overview of his business and how the pandemic has moved his business model to add a meal prep program. The program helped his business stay financially stable through the pandemic.

Chair Report:

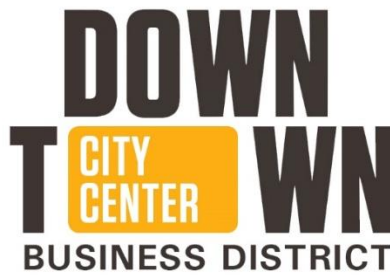
- Art District Discussion- The City has been conducting a feasibility study of an Arts District. City Center Staff and Chair met with the consulting team and discussed this opportunity and ensure to stay engaged in future discussions. The meeting showed that the consultants are in preliminary discussion with community members. We made it clear that DSDP and City Center wants to continue engaging in the conversation.
- Astrid Naujokaitis has resigned from the Board due to the relocation of her workplace.
- Nominations Committee- Katy McDonald accepted the appointment to the committee.
- Approval of minutes from January 29, February 16, and March 23, 2021: 1st- Greg Block, 2nd- Michael Caldwell, All in favor
- To new Board members were appointed. Brendan Farley with Civic Theaters and Sarah Kirchoff with the Palomar Hotel. 1st Katy McDonalds - 2nd Michael Caldwell - All in Favor
- Letter of Support for the reactivation of 20th and B Street as a Safe Campsite, Reinvigorate Project 25 and Ensure Outreach in Areas of Greater Need. No action was taken due to the Board not seeing the letter ahead of time. If the support is still needed, the action will be brought back to the CCBD board during the July 27 Board meeting.

Presentations:

- Terri Johnson discussed the BID's expenses for FY21. These included the Civic grant, Parking District, SBEP, and Unclassified accounts.
 - Board members asked no questions regarding the budget update.
- Alex Gutierrez discussed the projects in process; these include Civic Plaza Activation, Summer Concerts, B Street beautification projects that include planter and lighting.
- Alex Gutierrez discussed E Street landscaping; this new landscaping will help beautify the area as we continue with activation efforts.
- Alex Gutierrez reviewed the Discover City Center decal project; this project is a walking self-guided tour that will take people through 18 City Center locations.
- Alex Gutierrez updated City Center banners in areas that had old District banners. These areas are 4th, 6th, and 7th between A and C.
- Alex Gutierrez addressed 5th & C sanitation issues; the Clean and Safe program will be increasing Power Washing services.

Adjourn

- Greg Block adjourned the meeting at 4:30 p.m.



June 11, 2021

Christina Bibler
Director, Economic Development Department
City of San Diego
1200 Third Ave. #1200
San Diego, CA 92101

Dear Ms. Bibler,

As part of the annual Business Improvement District (BID) contract extension and budget approval, the San Diego City Council requested that each BID organization develop an accountability plan. The Downtown Business Improvement District (DBA City Center Business District) leadership has reviewed the motion moved forward by the San Diego City Council on May 18, 2021. The council motion included the following elements:

- Approving a six-month extension of the FY2019 BID Management Agreements with the nonprofit associations, with a six-month renewal subject to compliance with the accountability provisions as determined by Economic Development Department staff; and
- Approving additional accountability provisions requiring an annual review of the BID association bylaws, an anti-harassment and inclusivity workplace policy signed by all BID association board directors and employees, and annual anti-harassment and inclusivity workplace training for all association board directors and employees.

We are encouraged to see the City Council advancing these vital issues and have included an outline of how we will address these provisions, below.

Thank you for your ongoing support,

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Gutierrez".

Alex Gutierrez
Director of Special Districts



Accountability Plan

The Downtown San Diego Partnership manages the Downtown Business Improvement District, and under its leadership, the following actions will be implemented:

A review of the Downtown BID bylaws will be conducted by October 31st, 2021, and presented at the January Board of Directors meeting:

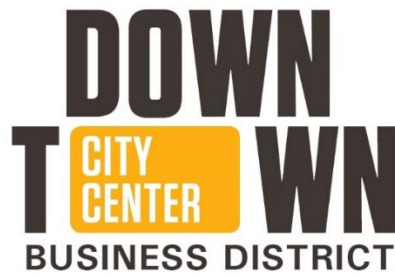
- After the accountability provisions are met during the first six-months of fiscal year 2022, the Downtown BID will conduct an annual Bylaw review by May 31 of every year.
- The Downtown BID will activate a Bylaw review Committee.
- The Committee will give their recommendation to the BID management organization.
- Bylaws, and any revisions, will be posted on the BID's website and made available to the public upon request.
- All Board members will receive a copy of the Bylaws.

Adaptation of anti-harassment, conflict of interest, and board inclusivity policies:

- The Downtown San Diego Partnership is currently conducting a diversity study across all departments, including all vendors. Once the diversity study has concluded, Downtown San Diego Partnership can share its findings with planned next steps.
- After the accountability provisions are met during the first six months of the fiscal year 2022, the Downtown BID board members will complete all training by September 30 of every year.
- Anti-harassment training will include race, age, ethnicity, national origin, sexual orientation or identity, disability, education, or any other bias.
- Conflict of Interest (COI) training will include, but not limited to, financial interest, relationships with external entities, and process of exclusion when COI arises.
- Board inclusivity policy training will include, but not limited to, diversity, inclusion, and equity of the board.
- One of the following three preferred vendors, SRPro Consultants, Cavignac risk management, or resources through the BIDA, will conduct in person or online training.
- Each staff and board member will submit signed documentation demonstrating completion of training, and records will be on file for five years and available upon request.

Additionally, EDD staff requested **"an annual opportunity for Board Members, assessment payers, and the general public to provide input on the performance of the nonprofit management association and their chief executive."**

- These mechanisms to "provide input on the performance" of the organization and its staff are being reviewed by the Downtown San Diego Partnership legal counsel to ensure compliance with the law.



- The Downtown BID plans on requesting public feedback by directing the public to an online survey.
- The survey results will be reviewed by the organization's management team and board volunteers.
- During the BID annual meeting, the public will be invited provide input on the performance of the BID and managing organization.
- All Downtown BID Board of Directors meetings are open to the public. Members of the public are given time to provide non-agenda and agenda public comment.



Vanessa Kyriakides

Business Retention intern



My name is Vanessa Kyriakides; I am a San Diego native and have lived here for most of my life. I am happy to have joined the team as the Business Retention Intern for the City Center Business District. I am a Business Major with an emphasis on Marketing and just transferred to San Diego State University for my Junior year.

My focus will be to provide information on Non-profit, Private, Federal, State, and City grants and loans to our businesses. In addition, I will be assisting with the Business District newsletter and social media. I plan to use this real-world experience in marketing alongside my academics at SDSU to strengthen my career goals. I hope to use my Marketing Degree to continue working in an industry like City Center to help develop communities.

Civic Center Plaza Activation

Presentation to the City of San Diego
July 2021



Why activate Civic Center Plaza?
It's obvious.

Why activating the Plaza is important.

The Plaza is the **civic heart** of downtown
and the seat of city government.

As such, the Plaza reflects **how the city
views itself** and is **viewed by others**.

Who is our team?

San Diego leaders and organizations **passionate about downtown San Diego** and the city center.

- Downtown San Diego Partnership
- San Diego Theatres
- COX Communications
- URBAN INTERVENTIONS
- City Center Business District

Our Approach

1. Celebrate and **activate** San Diego's civic heart.
2. Keep it **simple** – low cost, high impact, and now.
3. For the public **free** – equitable and inclusive.
4. Reflect the **diversity** of San Diego.
5. Encourage **local arts organizations** to participate.
6. Welcome city staff, visitors, area residents and employees.
7. Learn **as we go** - activate, assess, and recalibrate.

Proposed **Activation Plan** Our Team's Commitment

- Begin September 2021 (6-month test-run)
- Our team commits to **plan, manage, promote, and fund all activities** for 6 months as a pilot. If successful, the program will continue for at least another 6 months.
- A **monthly calendar** will be set in advance – 4 days a week, one weekend day per month.

September 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Saxophone - noon Food Carts	2 Poetry/Story Jam Food Carts	3 Tai Chi - AM	4
5	6	7 Guitar - noon	8 Guitar - noon Food Carts	9 Ted-x Food Carts	10 Tai Chi - AM	11
12	13	14 Violin - noon	15 Violin - noon Food Carts	16 Poetry/Story Jam Food Carts	17 Tai Chi - AM	18
19	20	21 Saxophone - noon	22 Saxophone - noon Food Carts	23 Local Arts Org. Food Carts	24 Tai Chi - AM	25 Makers Market – morning to noon <i>(First Sat. each month)</i>
26	27	28 Guitar - noon	29 Guitar - noon Food Carts	30 Ted-x Food Carts		

Proposed **Activation Plan**

Our Request to the City

- City commits to give our team the use of the Plaza for the six-month period, **consistent with our schedule**, with the option to **renew the program** for an additional six months.
- To **maintain the Plaza** including cleaning, security, and to provide any required insurance.