

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/86266005843?pwd=MktaZE9iOHRFdFUwczhleG1adE9zQT09>
 - ❖ Meeting ID: 862 6600 5843 / Password: 551884
- One tap mobile:
 - ❖ +16699009128,,86266005843# / Meeting ID: 862 6600 5843
- Dial in option:
 - ❖ +1 669 900 9128 / Meeting ID: 862 6600 5843
- 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

Introductions/Non-Agenda Public Comment

Chair Update | Jason Wood

- Featured Speaker
 - Joshua Ohl, Director of Market Analytics – San Diego, CoStar

Action Items | Jason Wood

- Appoint Committee Members | ACTION
 - David Calabrese, Regent Properties
 - Gina Cartwright, LeBeau Realty & Associates
 - Jared Crowley, DivcoWest
- Approve Minutes – Oct. 20, 2021 | ACTION

President & CEO Update | Betsy Brennan

- Committee Governance

Staff Update | Sarah Brothers

- Clean & Safe Services Report
- Feedback Session: Budget Vision

Other Business | Jason Wood

- Updates from CEP Members

Next Meeting

- April 20, 2022, at 3:30 p.m.

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P A R T N E R S H I P
C L E A N & S A F E

ACTION 1 – Appoint Committee Members

David Calabrese, Regent Properties



David Calabrese is a Senior Vice President & Head of Asset Management at Regent Properties. David is responsible for overseeing portfolio operations including Property Management, Leasing, and Construction Management.

Prior to joining the Regent team, David was a First Vice President at CIM Group responsible for their Western US and Latin America Asset Management territory overseeing a portfolio including office, retail, infrastructure, mixed-use, and multifamily product types.

He began his career working for an entrepreneurial development platform focused on adaptive re-use positioning, and later joined Western National Realty Advisors (a division of Western National Group) as an Asset Manager for their institutional investment vehicles.

David holds a CA real estate broker license and completed undergrad at Cal State Fullerton and graduated with an MBA from Chapman University.

ACTION 1 – Appoint Committee Members

Gina Cartwright, LeBeau Realty & Associates



Gina joined LeBeau Realty & Associates in 2021 as the Vice President of Property Management. Throughout her 24-year career in property and asset management, Gina has direct experience managing Class A office, medical, retail, life science and industrial properties. Gina has managed or assisted with seven of the high rises in the downtown San Diego sub-market and specializes in high-rise operations.

As Vice President of Property Management for LeBeau Realty & Associates, Gina will oversee the property management teams, operations, financials, and construction management with an emphasis on tenant retention and exceptional customer service.

Prior to joining LeBeau & Associates, Gina served as the Asset Manager for a privately held real estate fund where she was responsible for a portfolio of mixed use and retail properties in San Diego, San Francisco, Philadelphia, Chicago and Atlanta.

ACTION 1 – Appoint Committee Members

Jared Crowley, DivcoWest



Jared Crowley joined DivcoWest in 2021 and is responsible for overseeing the firm’s asset management and development efforts in the South Western region of the US with a specific focus on Los Angeles and San Diego. Jared is responsible optimizing the performance of ~1.5MSF of the DivcoWest portfolio through business plan creation and execution, capital implementation, lease negotiation and execution, operational oversight, and management of refinance and disposition efforts.

Prior to joining the Company, Jared was responsible for direct asset management and development oversight of Rising Realty Partners portfolio throughout Los Angeles and Denver. Before this, Jared was an Associate Vice President for Colony Capital, a leading global real estate investment management firm, overseeing industrial real estate in California and Texas. Jared received a Bachelor of Science degree in Economics and Political Science from Texas Christian University.

ACTION 2 – Approval of Meeting Minutes

Oct. 20, 2021

(Minutes included as attachments)

Commercial Enhancement Program

Meeting Minutes

October 20, 2021

In-Person/ZOOM Meeting

Call To Order

- The meeting was called to order by Jason Wood at 3:33 p.m.

Non-Agenda Public Comment

- There was so non-agenda public comment.

Roll Call

- The following CEP Committee Members were present: Betsy Brennan, Derek Hulse, Greg Bowman, Jason Wood, Matt Carlson.
- The following CEP Committee Members were not present: Ashley Gosal, Sumeet Parekh.
- The following staff members were present: Sarah Brothers, Rebecca Rybczyk, Dani Garcia, Ernesto Romo, Danielle Cobb, Sean Warner, Carlos Escalante.
- The following guests were present: Susanna Peredo Swap, Caroline DeLello.
- No members of the public were present.

President & CEO Update

- Betsy Brennan and Sarah Brothers gave a demonstration of the Downtown Innovation Center, which is the premier tool to tell the story of the Downtown market. The demonstration highlighted the vibrancy of our urban community, an interactive map feature going into detail on each of the distinct neighborhoods, the balance of the commercial and residential market, what's next for Downtown, and the Clean & safe program servicing the 275 blocks. An official launch event will take place in January 2022 and outreach will be conducted to critical stakeholders in the coming months.
- Committee members were invited to provide feedback not only on content for the Downtown Innovation Center, but also for contacts within the industry who should be invited to preview the tool.
- CEP committee feedback is welcome and crucial. The best point of contact for any feedback is the Downtown Partnership's Manager of Economic Development and Government Affairs, Rebecca Rybczyk – rrybczyk@downtownsandiego.org.

Action Items

1. Action: Appoint New Committee Member – Nicole Ramos, Irvine Company
 - a. Motion: Jason Wood
 - b. Second: Greg Bowman
 - c. Passed or failed: Passed
2. Action: Approval of Minutes: July 21, 2021
 - a. Motion: Betsy Brennan
 - b. Second: Greg Bowman
 - c. Passed or Failed: Passed

Chair Update

- There are four open seats to fill on the committee. Rob Lankford recently retired and his position will be reseeded, Jeff Givens, and Roann Gobeil's positions will be reseeded given the results of an assessment of attendance as part of the committee's governance review, The fourth seat held by Sara Buss will also be reseeded as she is no longer at Divco West.
- Jared Crowley from Divco West will be introduced and considered at the January meeting.
- The committee shared suggestions including representatives from Regent Properties, projects currently under construction, 1155 Kettner, Horton Plaza and Lowe Enterprises, among others.
- Staff will prepare recommendations for consideration and the committee was invited to send additional suggestions for consideration to Sarah Brothers at sbrothers@downtownsandiego.org.
- Susanna Peredo Swap from Vanguard Culture was the featured speaker. This event is an urban art takeover coming to San Diego in Oct. 2022. The biannual event will transform properties and spaces along the Broadway corridor and position the city as a destination for arts and culture. Vanguard Culture is looking for support from the CEP Committee member locations to be part of the event by hosting activations on their properties.
- The following properties were identified as preferred:
 - 121 Broadway (Spreckels Theatre)
 - 140 W. Broadway
 - 150 Broadway
 - 180 Broadway
 - 400 - 402 Broadway
 - 475 W. Broadway
 - 500 W Broadway
 - 600 W Broadway
 - 655 W Broadway
- Swap asked that committee members Matt Carlson, Nicole Ramos and Sumeet Parekh provide introductions to the appropriate contacts at these properties to determine their interest in hosting an activation during the event.

- The Chair and staff will follow up with committee members regarding that ask and the specific properties identified.
- Swap mentioned that a sponsorship opportunity for CEP to consider is being prepared.
- Derek Hulse provided an update on the upcoming Walking Tour which has been narrowed down to four locations – 2100 Kettner, Kettner & Ash, Palladian, and 20 x 6. The event will take place on Nov. 4 from 3 – 5:30 p.m. and feature light bites and cocktails at each location. The anticipated attendance is 100 people. An invitation to attend was extended to CEP committee members and will be included in follow-up to the committee.

Staff Update

- Clean & Safe Program Updates
 - Dani Garcia provided an update on the CEP Committee's Safety Ambassador, Jean. Dani provided an update on the properties that received the highest calls for service in the past quarter. Dani reiterated that Jean is specifically assigned to CEP properties and is available to help with a variety of safety services. Dani also provided a reminder about the additional pressure washing services that are provided to CEP properties through their assessment and walked through a map detailing the cleaning timing and frequency.
 - Ernesto Romo shared a recap of Grow Urban, an initiative to restore Downtown's urban canopy, and the trees that are maintained and have been replanted along CEP properties.
 - One of the investments that CEP properties make through their additional assessment is for additional services through the Downtown Partnership Clean & Safe program. A reminder that the Clean & Safe Program is here if CEP properties need services.
- Sarah Brothers provided an update on committee strategy discussions with CEP committee members which are ongoing.
- Sarah Brothers provided an update on the CEP Architectural Walk Signage project which is currently in permitting.
- Sarah Brothers notified the committee that the investment in a CoStar membership is now current.
- Sarah Brothers updated the committee that the demographic study should be completed at the end of the year. Committee members were invited to provide feedback on what kind of data visualizations would be helpful to their properties. Feedback should be sent to Rebecca Rybczyk at rrybczyk@downtownsandiego.org.
- Feedback Session
 - Sarah Brothers invited the committee to provide feedback on priorities for the remaining budget in the fiscal year. Options include near-term placemaking, long-term placemaking, materials development, advertising,

events and networking, research and data collection, and the visitor experience, among other options.

- Committee members were invited to consider these priorities in anticipation of a survey to be distributed after the meeting. Additional thoughts can be sent to Sarah at sbrothers@downtownsandiego.org.

Other Business

- Next meeting – Jan. 19, 2022

Adjourn

Jason Wood adjourned the meeting at 4:29 p.m.