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- Meeting ID: 841 5695 3130 Passcode: 018890
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- CCBD Meeting packet can be found at <https://downtownsandiego.org/build-your-business/bid/>

(3:30) CALL MEETING TO ORDER | Lindsay Kotas

- Board Members Roll Call
- Non-Agenda Public Comment
- Agenda Public Comment

(3:35) CITY CENTER BOARD NOMINEES: Welcome Board Members Nominees and Introductions

(3:45) LIAISON REPORT: Updates from offices of Elected Officials and Community Partners

(3:55) SPEAKER: Kavin Schieferdecker Chief Sales Officer, San Diego Tourism Authority

(4:05) BUSINESS SPOTLIGHT: Joyce Lu, Director of Sales, Westgate Hotel

(4:15) ACTION ITEMS | Lindsay Kotas

- Chair Position - Lindsay Kotas
- New Board Members
- Approval of November 16, 2021 Meeting Minutes

(4:25) CHAIR REPORT | Lindsay Kotas

- Discuss March 2022 Board and BID Planning Meetings
- Review of FY23 BID Budget
 - Motion to accept the FY23 BID Budget

(4:35) DIRECTOR'S REPORT | Alex Gutierrez

- Discuss the City's process for the BID Budget
- Review FY21 BID Metrics
- Holiday Market Outcome

(4:45) CONCLUSION | Lindsay Kotas

- The next City Center Board Meeting is on **March 22, 2022**

ADJOURN | Lindsay Kotas

City Center Business District Meeting Minutes 11.16.2021

Topic/ Speaker	Notes	Q-Questions/ C-Comments/ A-Answer
3:36 Call Meeting to Order	<p>Roll Call: Jimmy Parker (JP) Katy McDonald (KM) Lindsay Kotas (LK) Markalan Hamilton (MH) Ciara Murillo (CM)</p> <p>Also Part of Meeting: Vanessa Kyriakides (VK) Alonso Vivas (AV) Alex Gutierrez (AG) Josh Coyne (JC) Kohta Zaiser (KZ) Larry Turner (LT) Krista Chai (KC) Sean Karafin (SK)</p>	
Business Spotlight: Swami's Café Downtown Speaker: Krista Chai	<ul style="list-style-type: none"> • Swami's Café is now open Downtown within the City Center Business District and is looking to become involved with the community. • Swami's is a family-owned business. Part owner is Hector, the owner of Old Gallery Café on B street. 	<ul style="list-style-type: none"> • Q- LK: Do you have the feature to place online orders? • KC: Not yet; we are still working on it, but if you are short on time, we suggest placing a phone order. • C- KM: The symphony staff will be back in the office in January, so I will let them know that Swami's is open for them across the office. • Q- AG: Can you share a link to the menu with us in the chat? • A- KC: Yes; I will post a link to our menu as well as our Yelp
Speaker: Daniel Bezinovich (DB) and Marshall Anderson (MA) from SPIN	<ul style="list-style-type: none"> • Gave a brief presentation on SPIN scooters, with their new technology that has cameras to ensure correct parking of scooters, sobriety tests at night, and possible grant 	<ul style="list-style-type: none"> • Q- MA: For Alex, what is the plan to be integrated? • AG: Introduction today, but SPIN may come back to request a letter of support during our January Board meeting.

	<p>opportunities for parklets, sidewalks, and more that could facilitate the proper use of SPIN scooters.</p>	<ul style="list-style-type: none"> • Q- LK: Are there any charging stations where people can drop off the scooters? • A- MA: Not currently, but we can work on it if you'd like. • C- LK: I mention this because other scooters are left in front of exits when my employees try to leave from work, and it ends up becoming a hazard. • C- MA: The technology in the scooters has a camera that prevents people from parking and leaving scooters in unauthorized areas. • Q- KM: How would you partner with the BID? • MA: We can sponsor events in the community. • Q- KM: Where are your Headquarters? • A- DB: Our headquarters are in San Francisco, but we have a warehouse in La Jolla.
<p>Interim Chair Report</p>	<ul style="list-style-type: none"> • Michael Caldwell resigned his seat from the board • Review By-law recommendations from committee 	<ul style="list-style-type: none"> • C- LK: If you have any suggestions on board members to fill the seats up, pass them on to Alex. • C- LK: I will ask Jimmy to present the By-law committee recommendations since he and the committee are the ones that worked on it. • C- JP: Thank you to Markalan and Michael, and Alex for working on this with me. • Q- JP: To Markalan, would you share your ideas on inclusivity? • A- MH: I suggest that we perform an annual survey of the district to get an idea of the district's demographics and who we represent.
<p>Policy: Josh Coyne</p>	<ul style="list-style-type: none"> • By-law recommendations from the San Diego Partnership. 	

	<ul style="list-style-type: none"> • Added Inclusivity and Anti-Harassment policy to the Bylaws. • We recommend that the Conflict-of-Interest policy remains the way it is currently written in the Bylaws. The Process and Procedures become part of the annual policy review and signed agreement by the BID Board. 	
Action Items	<ol style="list-style-type: none"> 1. Motion to Accept By-law Recommendations 2. Motion to appoint Bid Vice Chair 3. Approval of Meeting Minutes for September 	<p>By-laws</p> <ul style="list-style-type: none"> • Motion: Katy McDonald • Q- KM: If it is that okay with JP; I will move the motion forward? • JP: We are good with it, if it does not interfere with the Conflict-of-Interest Bylaws • Reinstate Motion: Katie McDonald- recommendation from committee with edit given by Josh Coyne • Second: Ciara Murillo • Accept with edits from DSDP Staff. <p>BID Vice Chair</p> <ul style="list-style-type: none"> • C- JP: I am willing to step aside and allow Ciara to take position. • C- CM: I'm resigning my nomination; I will not be here much longer as I am being transferred to another site in the next few weeks by my company. • Motion for Jimmy Parker by Ciara Murillo • Second: Katy McDonald • JP abstains from voting • All vote yes • Jimmy Parker approved as Vice Chair

		<p>Meeting Minutes</p> <ul style="list-style-type: none"> • Motion to Accept meeting Minutes: Jimmy Parker • Second: Katie McDonald • All vote yes • Meeting Minutes for September approved
<p>Director’s Report: Alex Gutierrez; BID Policy and Events</p>	<ol style="list-style-type: none"> 1. Board Nomination Process 2. BID Annual Meeting 3. Instagram Giveaway 4. Holiday Market Toy Drive 	<p>Instagram Giveaway</p> <ul style="list-style-type: none"> • Q- MH: Is there a way for people to tag the location for City Center on Instagram? • AG: The only tagged location in City Center would show up as Downtown San Diego • C- LK: It would be great to see what kind of marketing will be done on Instagram for the holiday to keep up. <p>Holiday Market Toy Drive</p> <ul style="list-style-type: none"> • Q- JP: What are the vendor fees? • AG: \$65 per spot, not doing food only retail and art • C- JP: Suggest if we can have a discount for businesses in the district to participate in restaurants. • Q- KM: What is the event for? • AG: It is a sponsored Holiday Market & Toy Drive. People will drop off toys at the Market that will be donated to Father Joe’s Villages. It is the first time doing this event; we are looking to have the BID businesses help us in marketing the event. • C- LK: Could you follow up with the vendor spots, deadlines, or anyway we could help.
<p>Liaison Report:</p> <ul style="list-style-type: none"> • Kohta Zaiser- Office of Mayor Todd 	<ul style="list-style-type: none"> • Kohta Zaiser updated on events with the City, including new portable bathrooms with 24-hour 	<p>Update: Kohta Zaiser</p> <ul style="list-style-type: none"> • Q- MH: I had a question on who to contact about the bathrooms and why we were

<p>Gloria, City of San Diego</p> <ul style="list-style-type: none"> Larry Turner-SDPD Community Relations Officer, Central Division Alonso Vivas-Clean and Safe Program 	<p>security, If you were mayor for the day competition.</p> <ul style="list-style-type: none"> Larry Turner had no updates at the moment. Alonso Vivas updated on the new mural and the clean and safe survey. 	<p>not informed about the placement of the bathrooms?</p> <ul style="list-style-type: none"> KZ: I can email you with the details on who else to contact if you would like <p>Update: Alonso Vivas</p> <ul style="list-style-type: none"> C- AG: the Clean and Safe survey will also be posted in the City Center newsletter and social media
<p>Other updates</p>	<ul style="list-style-type: none"> Sean Karafin updated on the push back of the BID surveys and thanked the committee for the by-laws review and for taking this serious. 	
<p>Meeting Adjourned in 4:56 by Lindsay Kotas</p>		

DRAFT

FY23 BID ASSESSMENT BUDGET WORKSHEET

Enter Nonprofit Management Organization Name Here

Enter BID Name Here

<u>Anticipated Available Assessment Revenue</u>	<u>Total</u>	<u>Anticipated Unreconciled FY22 Assessments</u>	<u>Projected FY23 Assessments</u>	<u>Carry Forward</u>
Anticipated Unreconciled FY22 Assessments (Unexpended as of June 30, 2022)	\$0	\$0	--	--
Projected FY23 Assessments	\$87,000	--	\$87,000	--
Anticipated FY22 Assessments Exceeding Approved Budget (Carry Forward / Residual Assessments)	\$5,000	--	--	\$5,000

<u>Anticipated Assessment Expenditures (QuickBooks Categories)</u>	<u>Total</u>	<u>Anticipated Unreconciled FY22 Assessments</u>	<u>Projected FY23 Assessments</u>	<u>Carry Forward</u>
Personnel/Staffing	\$40,000		\$40,000	--
Office/Operational	\$20,000		\$20,000	--
Communications/Website	\$1,500		\$1,500	--
Design/Improvements	\$5,200		\$5,200	--
Business Promotion/Development	\$8,000		\$8,000	--
Special Events	\$7,500		\$7,500	--
Other Activities	\$0		\$0	--
Contingency (Budgeted)	\$4,800		\$4,800	--
Anticipated Carry Forward	\$5,000	--	\$0	\$5,000
Total	\$92,000	\$0	\$87,000	\$5,000

<u>Organization's Budgeted FY23 Gross Revenue</u>	
Non City Administrated Funds	\$50,000
Private Fundraising / Sponsorships	
Donations	\$10,000
Associate Membership	
Events	\$5,000
Programming	\$5,000
Other Local Government Funds	\$10,000
State or Federal Grants	\$10,000
Private Grants	\$10,000
Other	
BID Assessment Funds	\$92,000
Other City Administered Funds	\$470,000
Maintenance Assesment District (MAD) Assessments	
Property & Business Improvement District (PBID) Assessments	
Community Parking District (CPD) Revenues	\$450,000
TOT (EDD Funding or Arts & Culture) Grants	
Community Projects, Programs & Services (CPPS) Grants	
Small Business Enhancement Program (SBEP)	\$20,000
Other	
Total	\$612,000

<u>Anticipated Reserves (FY22 Ending Balance)</u>	
Restricted Anticipated Reserves	
Unrestricted Anticipated Reserves	
Total	\$0

Key

- Beige cells indicate an opportunity to input information.
- Grey cells indicate that no input is needed / appropriate.
- White and blue cells are calucations or cells in which information has been input by Economic Development Department staff.
- Blue cells are only to help when reading accross columns. They are not incating a difference from white cells.