

**PUBLIC MEETING NOTICE**

**The public can join the CEP Committee Meeting via the following options.**

- Join in person at 401 B Street, Suite 100, San Diego, CA 92101.
- Join Zoom Meeting via Computer
  - ❖ <https://us02web.zoom.us/j/89056475406?pwd=VEdZZkpWVXpJUE5qNONScktNek5YUT09>
  - ❖ Meeting ID: 890 5647 5406 / Password: 943485
- One tap mobile:
  - ❖ +16699009128,,89056475406# / Meeting ID: 890 5647 5406
- Dial in option:
  - ❖ +1 669 900 9128 / Meeting ID: 890 5647 5406
- 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**

**Action Items | Sumeet Parekh**

- Appoint Committee Member | ACTION
  - Ryan Grant, CBRE
- Approve January 2022 Minutes | ACTION

**Chair Update | Sumeet Parekh**

- 2021 Downtown San Diego Demographics Study Findings Overview
- Urban Strategies Group Downtown San Diego Retail Report
- Committee Recommendation: Clean & Safe Board Representative

**President & CEO Update | Betsy Brennan**

**Staff Update | Sarah Brothers**

- Clean & Safe Services Report
- FY 22-23 Budget Overview
- Commercial Overlay Zone

**Other Business | Sumeet Parekh**

- Feedback Session: Downtown Pulse

**Next Meeting**

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

**ADJOURN**

D O W N T O W N  
**SAN DIEGO**  
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**  
Ryan Grant, CBRE



Ryan Grant specializes in high-image multi-tenant office properties throughout San Diego County with market focal points including downtown, Mission Valley, Kearny Mesa and UTC. With over eleven years of multi-tenant office experience, Ryan has established himself as a market expert in assisting landlords and investors with all facets of space acquisition, lease analysis, disposition and overall real estate planning. Ryan provides sophisticated real estate solutions to local and institutional clients from strategic marketing, branding and asset repositioning to occupancy evaluation, financial analysis, market trend analysis and transaction negotiations.

Prior to joining CBRE in 2013, Ryan worked as an office specialist at Cassidy Turley San Diego|BRE Commercial for seven years. Ryan has been a member of the Downtown San Diego Partnership since 2012, enhancing his market expertise and proactive participation in shaping the downtown office landscape.

**ACTION 2 – Approval of Meeting Minutes**

Jan. 19, 2022

(Minutes included as attachments)

# Commercial Enhancement Program

## Meeting Minutes

January 19, 2022

ZOOM Meeting

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### Call To Order

- The meeting was called to order by Jason Wood at 3:31 p.m.

### Non-Agenda Public Comment

- There was no non-agenda public comment.

### Roll Call

- The following CEP Committee Members were present: Betsy Brennan, Jason Wood, Sumeet Parekh, Derek Hulse, Matt Carlson.
- The following CEP Committee Members were not present: Ashley Gosal, Nicole Ramos.
- The following staff members were present: Sarah Brothers, Danielle Cobb, Sean Warner, Carlos Escalante, Alonso Vivas, Justin Apger, Dani Garcia.
- The following guests were present: Joshua Ohl, Gina Cartwright, David Calabrese, Ryan Grant, Jared Crowley.
- No members of the public were present.

### Chair Update

- Jason Wood introduced guest speaker, Joshua Ohl, Director of Market Analytics for San Diego, CoStar.
- Joshua Ohl shared a presentation covering an overview of commercial space in the Downtown market. The presentation featured VC funding in San Diego, supply and demand, challenges (vacancy rates), and a comparison to other submarkets in the region.

### Action Items

1. Action: Appoint New Committee Members – David Calabrese, Regent Properties; Gina Cartwright, LeBeau Realty & Associates; Jared Crowley, DivcoWest
  - a. Motion: Sumeet Parekh
  - b. Second: Matt Carlson

- c. Passed or failed: Passed
2. Action: Approval of Minutes: Oct. 20, 2021
  - a. Motion: Betsy Brennan
  - b. Second: Matt Carlson
  - c. Passed or Failed: Passed

### **President & CEO Update**

- Betsy Brennan provided a committee governance update on succession planning for all of the Downtown San Diego Partnership committees. For the CEP Committee, the current Committee Chair, Jason Wood, will end his term. Sumeet Parekh will take the helm as the new Committee Chair starting at the April meeting. Jason Wood will continue to serve on the committee as Immediate Past Chair.
- Betsy Brennan also provided an update on the Downtown Innovation Center, which launched that morning. The tool can be used for tenant attraction and retention for all committee members and help tell the story of Downtown. Learn more: [Downtown Innovation Center - Create the Future San Diego \(createthefuturesd.com\)](https://www.createthefuturesd.com)
- Committee members were invited to receive a demonstration of the new tool if they haven't already. The best contacts to schedule a tour or answer any questions are Betsy Brennan and Sarah Brothers at [sbrothers@downtownsandiego.org](mailto:sbrothers@downtownsandiego.org).
- Committee members were invited to attend and submit nominations for the Create the Future Awards on March 24, Downtown Partnership's annual awards program celebrating the individuals, groups and companies who are driving the future of Downtown San Diego. Nominations for award categories are due by Jan. 28.
- CEP Committee members were also invited to participate in sponsorship opportunities for the Create the Future Awards. Learn more: [Create The Future Awards 2022 – Downtown San Diego Partnership](#)
- Betsy Brennan provided an update on homelessness including the recent visit from Governor Newsom, Mayor Todd Gloria's state of the city, and the areas where the Downtown Partnership is focusing its advocacy. Those advocacy areas include expanding shelter capacity, adding safe non-congregate shelter options, increasing outreach with professionals trained in behavioral health or substance abuse needs, and deploying resources in a coordinated, compassionate, and data-driven way.
- Betsy Brennan shared information on the Clean & Safe Community Meeting on Feb. 3. where attendees can provide feedback on services to help guide next fiscal year's budget. Members of the public can register here: [Meeting Registration - Zoom](#)

### **Staff Update**

- Matt Carlson announced Ryan Grant will be considered to replace his seat on behalf of CBRE. The vote will take place at the April meeting.
- Clean & Safe Program Updates
  - 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 a Q4 update on CEP response stats from the security team highlighting the number of security checks, hospitality checks, impeding sidewalk and wellness checks.
  - CEP Ambassador Jean Antoine was awarded for most Hospitality Checks 7/1/2021-11/30/2021.
  - Sarah Brothers provided a maintenance update on new plantings of more than 600 poinsettias in gateway corridors and cross streets during the 2021 holiday season where CEP properties can be found.
- Feedback Session
  - Sarah Brothers invited the committee to provide feedback on priorities for the future of expenditures for the CEP program in accordance with the Management District Plan. The MDP is reviewed and approved by the City during each renewal of the Property and Business Improvement District and requires that the CEP provide special benefit to CEP parcels under two major categories: disorder and nuisance abatement, and business attraction and retention.
  - It was explained that most of the fiscal year's discretionary spending happens under the business attraction and retention category as services under the other category specified annually.
  - Sarah Brothers walked through the category of activities mentioned specifically within the MDP for business attraction and retention including recruiting and attracting tenants to CEP properties; researching, packaging and maintaining market information; conducting outreach for business retention; and developing a CEP property and business database.
  - Brothers also highlighted what the CEP has funded historically including beautification projects to improve CEP property curb appeal, marketing initiatives to promote Downtown and aid in tenant attraction, research and data collection, special events, and services.
  - Committee members provided feedback on specific areas where they would like to see spending including amplifying Downtown's brand and reputation within the region, packaging data to make Downtown shine, creating a user-friendly experience for potential tenants, and further investment in the Downtown Innovation Center.

- General direction included an even greater focus on marketing and a consideration of shifting some expenses away from services to allow for additional funding.
- Sarah Brothers noted that this feedback will be used to create both the CEP budget and budget narrative for the next fiscal year.
- The committee will receive a report in April on how their feedback was incorporated into the fiscal year 2022-2023 budget.

### **Other Business**

- Derek Hulse shared that there are more than 60 full floors and 15,000 sq. ft. of space currently available in Downtown. The overwhelming majority of that space is in either shell or second-generation condition. He also announced that 2100 Kettner has completed Downtown's first full floor spec suite, which potential tenants have responded to favorably.
- Next meeting – April 20, 2022

### **Adjourn**

- Jason Wood adjourned the meeting at 4:34 p.m.