

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/85642180349?pwd=EKpXp4-dLgbMQ8qy_CN9OcxTsvKJdT.1
 - ❖ 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

- Approve April 2022 Minutes | ACTION
- Approve FY 22-23 Meeting Dates | ACTION

Chair Update | Sumeet Parekh

President & CEO Update | Betsy Brennan

Staff Update | Sarah Brothers

- Clean & Safe Services Report
- Updates on Projects Underway/The Year Ahead

Other Business | Sumeet Parekh

- Feedback Session: Downtown Pulse

Next Meeting

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

ADJOURN

Commercial Enhancement Program

Meeting Minutes

April 20, 2022

Hybrid Meeting

Call to Order

- The meeting was called to order by Sumeet Parekh at 3:33 p.m.

Non-Agenda Public Comment

- There was no non-agenda public comment.

Roll Call

- The following CEP Committee Members were present: Sumeet Parekh, Jason Wood, Jared Crowley, Nicole Ramos, Betsy Brennan.
- The following CEP Committee Members were not present: Ashley Gosal, David Calabrese, Derek Hulse.
- The following staff members were present: Sarah Brothers, Danielle Cobb, Rebecca Rybczyk.
- The following guests were present: Michael Burton, Carissa Ondek
- No members of the public were present.

Action Items

- Action: Appoint New Committee Member – Ryan Grant, CBRE
 - Motion: Jason Wood
 - Second: Sumeet Parekh
 - Passed or Failed: Passed
- Action: Approval of Minutes: Jan. 19, 2022
 - Motion: Jared Crowley
 - Second: Sumeet Parekh
 - Passed of Failed: Passed

Chair Update

- Sumeet Parekh provided an update on an open seat on the CEP Committee as Gina Cartwright is no longer at LeBeau and has relocated from the area. The Committee wished her well in her new venture. Committee members were invited to share any recommendations to fill the open seat with Sarah Brothers and Danielle Cobb by email.
- Sumeet Parekh introduced an overview of the 2021 Downtown Demographics Study with a reminder of the CEP Committee's funding support and how the study aligns with the Committee's purpose of tenant attraction and retention.

- Rebecca Rybczyk shared a high-level overview of the key takeaways from the study and opportunities for investment and improvement in the market moving forward. The Committee was updated about the timeline for the public launch of the data at the end of April. The Committee can reach out to Rebecca Rybczyk at rrybczyk@downtownsandiego.org with any questions.
- Sarah Brothers provided information on the Downtown San Diego Partnership's rollout plan for the study including a launch event and earned media outreach.
- Sumeet Parekh introduced guest speaker, Michael Burton, Senior Vice President of Flocke & Avoyer's Urban Strategies Group.
- Michael Burton shared a preview of the Q1 Downtown San Diego Retail Report. The presentation included the overall goal of the report – to provide an accurate look at what's happening in the retail space – as well as key takeaways, vacancy rates, current neighborhood perceptions, and more. The report will be updated twice a year.
- The CEP representative seat on the Clean & Safe Board of Directors is open at the end of this fiscal year and needs to be filled. Committee members were invited to share suggestions for candidates to receive a letter of recommendation from the Committee for the seat's FY22-23 term. Sarah Brothers will send out another reminder to all Committee members.

President & CEO Update

- Betsy Brennan provided an update on the PBID renewal process that is currently underway. 24 meetings have taken place with property owners within the PBID to share more information on the renewal process, what services are available as part of the PBID, and opportunities to provide feedback on the program.
- Betsy Brennan provided an update on homelessness including the latest numbers, the Downtown Partnership's advocacy for short-term solutions like the Safe Villages pilot project, the organization's other advocacy priorities, and how CEP properties can get involved if they choose.
- Attendees discussed their ongoing concerns with the availability of services, lack of enforcement, and challenges at their properties.
- Betsy Brennan also provided an update on the Tailgate Park project which was successfully approved by the San Diego City Council recently.

Staff Update

- CEP Services Update
 - One of the investments that CEP properties make through their additional assessment is for additional services through the Downtown Partnership Clean & Safe Program. Staff provided a reminder that the Clean & Safe Program is here if CEP properties need assistance.
 - Sarah Brothers provided an update on the Grow Urban initiative, part of the Clean & Safe Program which is replacing 100 missing street trees in the East Village – approx. a \$150,000 investment – in celebration of Arbor Day and Earth Day this month.

- Committee members were invited to set up a property walkthrough with Dani Garcia, Director of Safety Services, and Ernesto Romo, Director of Maintenance Services to discuss tree trimming, tree maintenance, or other Clean & Safe services. Those interested can reach out to Sarah Brothers and Danielle Cobb
- Budget Update
 - Sarah Brothers shared an update on the FY22-23 budget for the CEP Committee. She detailed how feedback from the last meeting was incorporated into the CEP FY22-23 budget 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 continuing investment in the Downtown Innovation Center.
 - There was a 19% increase in the budget for the Committee's two primary categories as a result of carried forward cost savings from the previous fiscal year and the standard 5% annual increase in assessments.
 - The two primary categories for investment include Business Attraction & Retention and Property Marketing and reflected the Committee's feedback to include an even greater focus on marketing. This budget has already been approved by the Clean & Safe and Downtown Partnership board and next steps include the budget being considered by the San Diego City Council. It is expected to be on the docket in June .
- With time limited, staff decided to table to the overview of the employment overlay zone by Rebecca Rybczyk for a future meeting.

Other Business

- CEP Committee members discussed the increase of tours and activity in the Downtown market. Members were invited to share any exciting news they'd like amplified on the Downtown Partnership's social channels with Sarah Brothers and Danielle Cobb.

Adjourn

- Sumeet Parekh adjourned the meeting at 4:35 p.m.



**CEP Committee
FY22-23 Meeting Dates**

ACTION

Approve the FY22-23 meeting dates for the CEP Committee.

- July 20, 2022
- Oct. 19, 2022
- Jan. 18, 2023
- April 19, 2023