

**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. NOTE: In-person attendees will be required to comply with Downtown Partnership Office Visitor Guidelines.
- Join Zoom Meeting via Computer
  - <https://us02web.zoom.us/j/4958783169?pwd=VEVtRzVmVkE3azMvZTN6ZW02QTlhQQT09>
  - ❖ Meeting ID: 495 878 3169 / Password: 122456
- One tap mobile:
  - ❖ +16699009128,,4958783169# / Meeting ID: 495 878 3169
- Dial in option:
  - ❖ +1 669 900 9128 / Meeting ID: 495 878 3169
- CEP Committee Meeting packet can be found at <https://downtownsandiego.org/clean-and-safe/pbid-meetings-reports/>

**11 a.m. – CALL MEETING TO ORDER**

**Introductions/Non-Agenda Public Comment**

- Welcome new Irvine Company Representative – Leah Volk

**Action Items | Sumeet Parekh**

- Approve Minutes – July 20, 2022

**Chair Update | Sumeet Parekh**

**President & CEO Update | Betsy Brennan**

**Staff Update | Sarah Brothers**

- Clean & Safe Services
- Innovation Center/Ongoing Marketing
- PBID Renewal
- Strategic Planning

**Other Business | Sumeet Parekh**

- Downtown Pulse

**Next Meeting**

- Wednesday, Jan. 18, at 3:30 p.m.

**ADJOURN**

# Commercial Enhancement Program

## Meeting Minutes

July 20, 2022

Virtual Meeting

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### Call to Order

- The meeting was called to order by Sumeet Parekh at 3:35 p.m.

### Non-Agenda Public Comment

- There was no non-agenda public comment.

### Roll Call

- The following CEP Committee Members were present: Sumeet Parekh, David Calabrese, Jason Wood, Jared Crowley, Derek Hulse, Betsy Brennan.
- The following CEP Committee Members were not present: Ashley Chamberlayne, Ryan Grant, Nicole Ramos.
- The following staff members were present: Sarah Brothers, Danielle Cobb, Sean Warner, Rebecca Rybczyk.
- The following guests were present: Roanna Gobeil, Mary Blagg.
- No members of the public were present.

### Action Items

- Action: Approval of Minutes: April 20, 2022
  - Motion: David Calabrese

- Second: Derek Hulse
- Passed or Failed: Passed
- Action: Approve FY22-23 Meeting Dates
  - Motion: Derek Hulse
  - Second: David Calabrese
  - Passed or Failed: Passed

### **Chair Update**

- Sumeet Parekh invited CEP members to the July Developer's Circle event on July 21 hosted by IQHQ. The event will discuss IQHQ's RaDD, land development code updates, and the EDC's methodology behind the 2021 Downtown Demographics Study.
- CEP Committee members were invited to suggest candidates to fill the open CEP representative seat on the Clean & Safe Board of Directors. Committee members are welcome to participate or can suggest a representative from their organization. Sarah Brothers will be reaching out with additional details for those who are interested.

### **President & CEO Update**

- Betsy Brennan provided an update on the PBID renewal process that is currently underway. 49 conversations with individual property owners have taken place and an overwhelming majority have been supportive of the PBID and renewal. The next phase of the process begins in August with townhall meetings. The goal is to have the ballot out in the next 8-9 months.
- Betsy Brennan shared an update on the tourism dollars rebound. Leisure travel now exceeds pre-pandemic levels, and the tourism authority will have \$38 million to spend exclusively on tourism promotion. These promotional efforts will help with business attraction and retention in our urban core.
- Betsy Brennan shared an update on Breitbart wrapping up their environmental review for their proposed project on Imperial. Once complete, Breitbart plans to bring the property to market as a mixed-use development.
- The Downtown San Diego Partnership is hiring a Director of Economic Development. CEP Committee members were invited to share any candidates with the team.

### **Staff Update**

- CEP Clean & Safe Services Update
  - Sarah Brothers provided an update on Clean & Safe services for the fiscal year including budget, increases in positions, goals for the Family Reunification Program, and service levels.

- Sarah Brothers shared the impact of safety and maintenance ambassadors in each Downtown neighborhood through key service statistics in addition to the specific CEP Ambassador, Devante Sharpe.
- Sarah Brothers provided an update on the additional investment made in power washing including an increase in frequency for hot spot areas. CEP Committee members were invited to speak with Ernesto Romo for more info on the schedule.
- CEP Committee members can find an updated power washing schedule by neighborhood online: [Power-Washing Schedules – Downtown San Diego Partnership](#).
- Updates on Projects Underway/The Year Ahead
  - Danielle Cobb provided an update on the Downtown Demographics Study digital marketing campaign that successfully increased website traffic, time on page, and readership of the study.
  - Sarah Brothers shared an update on the investment the CEP committee made in the website. The scope of work for the project includes updates to the Demographics Study page, adding a news and resources page, and CEP properties map updates.
  - Committee members were asked to volunteer to meet with Rebecca Rybczyk to discuss what information would be most helpful to have in an Innovation Center template scene. Those interested can contact Rebecca at [rrybczyk@downtownsandiego.org](mailto:rrybczyk@downtownsandiego.org).

### **Other Business**

- Sumeet Parekh opened the floor for discussion about what committee members are seeing Downtown.
- Updates from CEP Committee members included:
  - Sumeet Parekh shared an update on restaurant sales indicating a return to 2019 levels and seeing a positive trend for retail.
  - The average parking stall on a surface lot is doing more than \$1,100/month in revenue.
  - Retail sales in Downtown are 40-60% higher than a year ago.
  - Hotel business has come back in a positive way, not to 2019 levels, but trending upward.
  - Office tenant demand continues to improve monthly, but the main challenge is uncertainty about when employees will return to the office and what their schedule will be. There is hesitancy to make long-term commitments to office space, but it is getting better. The west side is still the best in terms of tenant activity.
  - 2100 Kettner is planning to make a tenant announcement soon.
  - We received the name of the life science tenant at Phase 3 and there is another full-floor tenant in the works there.

- 530 B is potentially under contract for residential conversion. Brokers are wondering if this may begin a wave of conversions of more “functionally obsolete” properties.
- Spreckels office might also be converted to residential.
- Need big tenants coming into Downtown to really move the needle, and for the first time, Downtown will deliver on that soon with the diverse availability of space coming online.
- Radian project is underway and is scheduled to be completed in May with residential moving in in June. Target open in mid-July.
- 7<sup>th</sup> & Market is fully signed with Ritz Carlton and hopes to be under construction by 2023.
- Regents should be delivering their new property amenities in Q4.
- Rebecca Rybczyk provided an update on East Village Green breaking ground in August. San Diego Unified is still looking for a location for their Arts high school. Sarah will provide a list of criteria and we are happy to connect you to their team if interested.
- More high rises are under construction now than ever before. The committee is interested in an update at the next meeting on how many will deliver over the next year/year and a half.

### **Adjourn**

- Sumeet Parekh adjourned the meeting at 4:23 p.m.