3:30 p.m. CALL TO ORDER & ROLL CALL
Lindsay Kotas, Chair

3:35 p.m. PUBLIC COMMENT
An opportunity for members of the public to comment on any agendized or non-agendized items within the subject matter jurisdiction of the City Center Business District Board. Members of the public may have up to 2 minutes.

3:40 p.m. CIVIC CENTER REVITALIZATION| INFORMATION ITEM
Presentation from Chris Ackerman Avila and Jay Goldstone on the Civic Center Revitalization

3:50 p.m. COMMUNITY LIAISON REPORTS
Updates from offices of elected officials and community partners

4:00 p.m. APPROVAL OF MEETING MINUTES | ACTION ITEM
Approval of minutes from Annual Meeting & January Board meeting

4:05 p.m. UPDATE FROM DISTRICT MANAGER & FINANCE | INFORMATION ITEM
City Center BID update on current projects and finances

4:15 p.m. CLEAN AND SAFE UPDATE | INFORMATION ITEM
Update from Clean and Safe staff

4:25 p.m. BOARDMEMBER ANNOUNCEMENTS | INFORMATION ITEM

4:30 p.m. ADJOURN

IN PERSON: 401 B Street, Suite 100, San Diego, CA 92106
**Annual Meeting Minutes 02.21.2023**

<table>
<thead>
<tr>
<th>Topic/ Speaker</th>
<th>Notes</th>
<th>Questions/ Comments</th>
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<tbody>
<tr>
<td><strong>Public Comment (3:35)</strong></td>
<td>Michelle Munoz introduction and comment: city of San Diego hosting cyber security awareness training and also giving a zoom on March 7th on single use plastic reduction Sean Plaisted introduction</td>
<td>KM question on homeless issue Betsy replies about coalition and public phase (no tent policy, enforcement of tent policy, street lights) MA comments on street lights getting up in higher crime areas that will alleviate JPS comments on landlords incentives for tenants to rent spaces to alleviate challenge</td>
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<tr>
<td><strong>Opening Remarks From Betsy Brenann 3:40pm</strong></td>
<td>Betsy appreciation and call to action: all of us to support the bid and advocacy</td>
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<td><strong>NEW BOARD APPOINTEES 3:50</strong></td>
<td>5 board seats that are being reappointed Motion to reappoint 4 of the seats</td>
<td>Motion to reappoint 4 of the seats by JP, seconded KM passes unanimously Newly appointed The Schwarz Group (Jean Paul Schwartz) Motion to nominate by MA, second by KM passes unanimously</td>
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<tr>
<td>Election of City Center BID Board of Directors Chair</td>
<td>Nomination and election of chair and co-chair</td>
<td>KM renominates LK for chair, JP seconds passes unanimously, LK renominates JP for co-chair, MA seconds passes unanimously</td>
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<tr>
<td>City Center Budget Update</td>
<td>Joel Hermosillo City Center BID Manager</td>
<td>Updates on City Center budget review process and timeline</td>
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<tr>
<td>4:05 pm</td>
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| DISTRICT REVIEW (4:07) | Joel Hermosillo, City Center BID Manager gives District Review | Daniela Garcia, Director of Safety Services gives mobility ambassador review | JoH: Pre-pandemic December 2019 vs. 2022 Retail chain recovery: Catching up to pre-pandemic numbers Comparing to other bids Dining is below pre-pandemic numbers Hotels are above Leisure is below Live after 5 breakdown Increase in C street Programs and Events recap

Betsy: comments on new internal initiative (walks) and on grant for lights

JH Question about where the location with the lights is

MH comments on his experience with his storefront that led to lights/how much they cost

JoH: Updates on networking event, workshop, lighting, reels

Dani Garcia: introduces Ramone Berrios ambassador

- Tasks and requests
- Productivity break down
- Top 3 services: security, welfare, hospitality
- Top 3 business requests: Achilles, 7-eleven, CVS

o Coal bros Abner Figueroa question about calls to clean and safe regarding drug activity

Dani answers: cited for their infraction because of California voters for decriminalization, join list and meetings for discussions/inquiries

Abner Figueroa comments that there is no consequence for it and that we need to find another solution

Jean Paul Schwarz comments on meetings law enforcement and DA prosecutions, as community we should plan how we can fix downtown, encampment is now between A and Broadway, sidewalks are filled with tents and loitering

Abner Figueroa question for previous experience and if this was always a problem in downtown

MA comments about prop 47 and how it’s up to city attorney to prosecute and up to judge in the end

Dani comments:

- seeing individuals taken into custody and then let free
- supported Sammich house
- provided details for meeting on Thursday in Central Division Police Station,
- MTS trolley issue for drugs and trying to resolve by noting individuals and making rounds around trolley to prevent
- Abner Figueroa comments on live after five open event issue with homeless

Dani responds about ambassadors taking calls and walking through the corridors during event

Abner Figueroa question about challenges facing clean and safe

Dani replies that they can’t do their job without PD support
Discuss City Center Goals

4:26

Open discussion for goals and priorities the City Center BID Board will take on for Fiscal Year 2023-2024

Agenda item: looking at our board seats and what falls in the market

Business spots, storefront spots

JP: suggests non-agenda board comment section that can be done informally

Comments that Coffee and Commerce is a great time for informal discussion

JoH: comments about creating community for non-agenda items, discussion for next board meeting

JoH: comments about standing committee for specific issues

KM: comments on staying active in this revitalization

KM: questions: what are the roles going to be?

JoH: comments about working closely with other organizations and highlights positive things going down in downtown

JoH: comments about discussing tomorrow how we will continue live after five, for spring will it be the C street earth day event

JoH: comments about seasonal decoration plans to make it clear

KM: comments on how he thinks that city center is missing out on padres games, suggests marketing campaign to park in City Center to bring in more folks

JoH: comments that discussions have been made to make this campaign and promote all the offers around city center and capitalize those rival games

JP comments on how it is easy marketing program and has been done successfully before Also comments on other games like Atlanta or Chicago and to look at numbers to see which teams fill the stadium

MA comments on utility boxes: playing music like showtunes or symphony music and that City Center is missing that

JC comments on how utility boxes were repainted white and get rid of art

JoH: replies about using a different color of paint for the utility boxes

Kim: questions about expected dates on the murals

JoH: replies that Sean is planning on murals selected and will update

MA comments on putting the idea of free walls where anyone can come up and paint

KM: agrees about interactive pieces

JoH: asks do we have a budget to buy plywood?

JoH: comments that graffiti has to be gone (we can’t do it) but if its community program, we can and then we can work with different businesses to keep it clean

JP: comments about what should be done

JoH: replies that billboard hadissues with proximity and hate speeches with that

KM: agrees with music idea and suggests combining music education and some downtown initiatives and use money for community music installations

JoH: comments about branding C street as an art district

KM: comments about pop-up spots for special projects for kids

Dani question about identity and knowing where you are, and that phone express and street have new covering with city center yellow, was that intentional?

JoH: replies about building those relationships and connecting with businesses and banks, they started getting a sense of community

Dani: comments that it would be great to revamped business storefronts with city center yellow

JoH: comments about how he leased out new coffee shop, and Cali breakfast/dinner, leased out old bank to a car collector, Comments for City Center to add to Instagram new coffee shop

KM: comment about strategic planning meeting schedule

Adjournment

4:47pm

(LK) adjourned the meeting at 4:44pm
# Meeting Minutes 1.17.2023

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<tr>
<td>Public Comment (3:32)</td>
<td>No public comment</td>
<td>Motion: (JP) Second: (JL) Appointed unanimous</td>
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<tr>
<td>Board Member Appointee (3:32)</td>
<td>Appointing Abner Figueroa (AF) to board seat</td>
<td>(LC):</td>
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<td>Liaison Report 3:32pm</td>
<td>No public comment Letrell Crenshaw gave an update from Economic Development Department</td>
<td>Letting community organizations know that we will be returning to in person meetings Guidance: preparing organizations to go back in a similar manner to prior to lockdown Budget workshop held tomorrow for opportunity to review with district improvement managers Budgets due on Monday 23rd Storefront improvement is open with waiting list Month of December: responded to 24 business increases and answered with 94% rate within 2 days Responded to 104 increases, 87.5% Be mindful of council districts might have changed slightly</td>
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<tr>
<td>Approval of Minutes 3:40pm</td>
<td>Approval of November 17, 2022 Minutes</td>
<td>(MA) motion B.F. Second. Comment made by JP for correction on (MA) name Minutes pass unanimously</td>
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<tr>
<td>District Manager &amp; Finance Update</td>
<td>Joel Hermosillo gives update on current and future BID operations</td>
<td>Terri Johnson gives BID finance update</td>
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| 3:42 pm                            | (JH) Update on Timeline and goals of the BID. Other duties being conducted through DS and DP. Call to fill Board vacancies. Update on future and past events. SW) Gives Placemaking committee update, on surveys and activations towards C street. (SW) Gives Board of Directors update. Other duties being conducted through DS and DP. Call to fill Board vacancies. Update on future and past events. | (JH):  
  - Roadmap district update goals  
  - Revisit with annual meeting coming up  
  - Focus on brand and social media presence  
  - Activations: coffee events, Cali breakfast (upcoming, TBD)  
  - Live after five was a successful event (follow up survey with attendees)  
  - Continue event once a month (March)  
  - Upcoming events: art and market walk (mural activations, market, monthly event)  
  - Business employee workshop (reach out to Joel)  
  - Resident workshops in the works, present themselves that city center exists (awareness)  
  - Residents don’t know about neat areas  
  - Business walks next month (2 February and March)  
  - Annual meeting approaching  
  - Strategic plan retreats  
  - Recap on events:  
    - Shop The Plaza, Coffee & Commerce, Live After 5.  
  (AF) Commented on success for his business from Live After 5  
  (JH):  
  - Social media update  
  - C Street Initiative update  
  (TJ):  
  - Shared balance sheet  
  - Borrowed partnership line of credit  
  - Revenue and expenses are very close to budget  
  - BID is slightly lower month over month  
  - Difference under contracts is timing difference  
  - Slow with getting the advance  
  - Don’t expect for it to be a variance at the end of the year  |

| Restspace Presentation | Nancy Arase & Kenneth Arase of Restspace | (NA)  
  - Natives of San Diego, know the challenges that impact downtown, lead to creation of rest space  
  - Introduces what rest space is:  
    - Marketplace connecting users with verified hosts with extra private, smart locked bathroom space  
    - Shares introduction to rest space video  
    - Shares map of current bathroom locations  
    - Not accessible  
    - Shares how Restspace can help downtown  
  (KA):  
  - Shares on specific updates  
  - How the app works  
  - Survey being taken and to be continued to be taken  
  (LK): Asks if there are other cities participating  
  (KA): Responds no Downtown San Diego is the testing ground  
  (JP) Asks what is the protection for the host business?  
  - Host side: businesses are verified and have insurance  
  - Verify the guests with real IDs  
  - Do you have any recourse?  
  - Kenneth replies yes  
  (AF) Comments about liability, questions about cost (cost of paper, cleaning, etc.)  
  (KA) Responds: Has a fee that goes directly to host  
  (MA) Asks how does it work if customer comes in to use bathroom, (is QR scanned or do they say they have the app)  
  - (KA) Answer: phone is the key to access lock and have a code to reserve |
Dara Braitman (DB) gives presentation

- Mobility assessment
- How they evaluate existing conditions within the public right-of-way to identify locations
- Shares graphic of online survey
- Destination when in city center (little Italy, supermarket, Gaslamp)
- Biking was less popular than transit transportation
- Shared most common concerns
  - Safety concerns go up when sun sets
  - Biking safety increased
  - Traffic in downtown is generated with people trying to find parking in downtown
- Pedestrian recommendations for primary pedestrian improvements
  - Lighting
  - High-visibility crosswalk
  - Audible crossing signal
  - Scooter and bike safety:
    - Blue is for recommended
    - Black is for existing
  - Transit stop well lit
  - Shade
  - Place to sit
- Wayfinding and signage recommended
- Pedestrian and bicycle
  - On Broadway specifically
  - Beautification recommendations
  - Streetscape planters and utility box art
  - General recommendations and implementation costs
  - Work toward the large ticket items that are more challenging in budget
- L.K.: asks to put presentation to better view
  - Asks about finance and following steps
  - J.H. will be taken to the board for approval
  - A.F. question about parking
  - Dara: Parking wasn’t a huge part of this, focus is on pedestrian and bicycle
  - Coordination with parking providers (packets for parking costs and send that out to people)
  - A.F.: asks for examples or other successful cities where it has been done
  - Tried to do it in Pittsburg, didn’t work (issue big cities have)
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| 4:30 | (LK): Opens item for discussion  
|      | (A.F): asks if it will be at the same time  
|      | (L.K): asks about not being able to have speakers, Bylaws question  
|      | (J.H): renew terms  
|      | (L.K): asks for feedback on agenda items  
|      | (J.P): comments about meeting every other month, dedicating a whole meeting just to be annual limits us to do regular business (suggests hybrid or separate)  
|      | (J.L): agrees, Accessibility has to happen  
|      | (J.P): Comments we shouldn’t continue unless we take actions today. Has to happen before the next meeting. Has to be fixed  
|      | (L.K): Opens floor for to vote on date  
|      | (B.F): Suggests February 21st at 3:30?  
|      | (L.K): motions to change to separate meeting on Feb. 21?  
|      | (J.P): Seconds the motion  
|      | Passes unanimously  
| 4:45pm | Adjournment  

(LK) adjourned the meeting at 4:45pm