<table>
<thead>
<tr>
<th>Topic/ Speaker</th>
<th>Notes</th>
<th>Questions/ Comments</th>
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<tr>
<td>Call Meeting to Order 3:32pm</td>
<td>Roll Call: Lindsay Kotas (LK) Jimmy Parker (JP) Katy McDonald (KM)</td>
<td>Also Part of Meeting: Betsy Brennan (BB) Joel Hermosillo (JoH) Nashla Duck (ND) Daniela Garcia (DG) Michelle Munoz (MM) Sean Plaisted (SP) Jean Paul Schwartz (JS)</td>
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<td>Markalan Hamilton (MH) Joyce Lu (JL) Julio Hernandez (JH) Marshall</td>
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<td>Anderson (MA) Abner Figueroa (AF)</td>
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<td>Jean Paul Schwartz (JS)</td>
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<td>Public Comment (3:35)</td>
<td>Michelle Munoz introduction and comment: city of San Diego hosting</td>
<td>KM question on homeless issue Betsy replies about coalition and public phase (no tent policy, enforcement of tent policy, street lights)</td>
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<td>cyber security awareness training and also giving a zoom on March 7th</td>
<td>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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<td>on single use plastic reduction</td>
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<td>Sean Plaisted introduction</td>
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<td>Opening Remarks From Betsy Brenann</td>
<td>Betsy appreciation and call to action: all of us to support the bid</td>
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<td>3:40pm</td>
<td>and advocacy</td>
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<td>NEW BOARD APPOINTEES 3:50</td>
<td>5 board seats that are being reappointed</td>
<td>Motion to reappoint 4 of the seats by JP, seconded KM passes unanimously Newly appointed The Schwarz Group (Jean Paul Schwarz)</td>
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<td>Time</td>
<td>Event</td>
<td>Details</td>
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| 3:58  | Nomination and election of chair and co-chair | KM renominates LK for chair, JP seconds passes unanimously  
LK renominates JP for co-chair, MA seconds passes unanimously |
| 4:05  | City Center Budget Update            | Joel Hermosillo City Center BID Manager  
Updates on City Center budget review process and timeline |
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

oCoal 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
  • Dani Garcia 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 Sannich 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 reviews bylaws and ability to be open for all seats (barrier within the bylaws)
  • MH comments on staying active in this revitalization
  • KM Questions: what are the roles going to be?
  • Jeff Comments about working closely with other organizations and Highlights positive things going down in downtown
    • JP: suggests non-agenda board comment section that can be done informally
    • Comments that Coffee and Commerce is a great time for informal discussion
    • Jeff: comments on creating community for non-agenda items, discussion for next board meeting
    • JP comments on standing committee for specific issues
    • KM: comments about copying and pasting the whole public safety discussion we just had for that
  • Betsy comments on seasonal decoration plans to make it clear
  • Abner Figueroa question about any upcoming events for live after five continuation
    • They have a opening day on March 20th, hoping for something or market for another time frame
    • Jeff comments on discussing tomorrow how we will continue live after five, for spring it will be the C street earth day event
  • Abner Figueroa comment on handful events on C street
    • JP replies that it’s really competitive to get those numbers into city center
  • JP replies about unwritten rule to not compete with other bids, instead market for Dodgers every time they’re in town
  • MA: 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
  • Jeff replies that discussions have been made to make this campaign and promote all the offers around city center and capitalize on 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 if/where fans fill the stadium.
  • MA comments on utility boxes playing music like showtunes or symphony music and that City Center is missing that
  • JP’s comments on how utility boxes were repainted white and get rid of art
  • Abner Figueroa question about expected dates on the murals
    • Jeff replies that Sean is planning on murals selected and will update.
  • KM: comments on allowing the idea of free walls where anyone can come up and paint
  • JP asks do we have a budget to buy plywood?
  • JP comments that graffiti has to be gone (we can’t do it) but if in our community program, we can and then we can work with different businesses to keep it clean
  • JPs comments about childhood art being an option
  • JP replies that filling gap had issues with proximity and lone speeches with that
  • KM agrees with music idea and suggests combining music education and some downtown initiatives and use money for community music installations
  • Abner Figueroa comments about branding C street as art district
  • KM comments about popup spots for special projects for kids
  • Dan question about identity and knowing where you are, and that the express and street have new covering with city center yellow, was that intentional?
  • Jeff responds about building those relationships and connecting with businesses and firms, they started getting a sense of community
  • Dan comments that it would be great to revamp business storefronts with city center yellow
  • JPs comments on 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
  • Announces Zoom call tomorrow at 2 for leasing questions
  • KM: comment about strategic planning meeting schedule

Adjournment

4:47pm

(LK) adjourned the meeting at 4:44pm