



## Annual Meeting Minutes 02.21.2023

Topic/ Speaker	Notes	Questions/ Comments
Call Meeting to Order 3:32pm	Roll Call: Lindsay Kotas (LK) Jimmy Parker (JP) Katy McDonald (KM) Markalan Hamilton (MH) Joyce Lu (JL) Julio Hernandez (JH) Marshall Anderosn (MA) Abner Figueroa (AF)	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)
Public Comment (3:35)	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	
Opening Remarks From Betsy Brenann 3:40pm	Betsy appreciation and call to action: all of us to support the bid and advocacy	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
NEW BOARD APPOINTEES 3:50	5 board seats that are being reappointed Motion to reappoint 4 of the seats	Motion to reappoint 4 of the seats by JP, seconded KM passes unanimously  Newly appointed The Schwarz Group (Jean Paul Schwarz) Motion to nominate by MA, second by KM passes unanimously

<p>Election of City Center BID Board of Directors Chair 3:58</p>	<p>Nomination and election of chair and co-chair</p>	<p>KM renominates LK for chair, JP seconds passes unanimously LK renominates JP for co-chair, MA seconds passes unanimously</p>
<p>City Center Budget Update 4:05 pm</p>	<p>Joel Hermosillo City Center BID Manager</p>	<p>Updates on City Center budget review process and timeline</p>

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
- 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

<p><b>Discuss City Center Goals</b></p> <p><b>4:26</b></p>	<p>Open discussion for goals and priorities the City Center BID Board will take on for Fiscal Year 2023-2024</p>	<p>Agenda item: looking at our board seats and what falls in the market</p> <ul style="list-style-type: none"> <li>▪ Business spots, storefront spots</li> <li>o JP reviews bylaws and ability to be open for all seats (barrier within the bylaws)</li> <li>o MH comments we should host meetings to further discuss because these are too formal, touch base and be more in touch with each other's businesses</li> <li>▪ JP: suggests non-agenda board comment section that can be done informally</li> <li>• Comments that Coffee and Commerce is a great time for informal discussion</li> <li>o JoH: comments about creating community for non-agenda items, discussion for next board meeting</li> <li>o JP: comments about standing committee for specific issues</li> <li>o KM: comments on staying active in this revitalization</li> <li>▪ KM Questions: what are the roles going to be?</li> <li>▪ JoH Comments about working closely with other organizations and Highlights positive things going down in downtown</li> <li>o MA: comment about copying and pasting the whole public safety discussion we just had for that</li> <li>• Betsy comments on seasonal decoration plans to make it clear</li> <li>• Abner Figueroa question about any upcoming events for live after five continuation</li> <li>o They have opening day on March 20th, hoping for something or market for another time frame</li> <li>▪ JoH comments about discussing tomorrow how we will continue live after five, for spring it will be the C street earth day event</li> <li>• Abner Figueroa comment on baseball season events on C street</li> <li>o JoH replies that it's really competitive to get those numbers into city center</li> <li>o JP replies about unwritten rule to not compete with other bids, instead market for dodgers every time they're in town</li> <li>▪ 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</li> <li>▪ JoH replies that discussions have been made to make this campaign and promote all the offers around city center and capitalize those rival games</li> <li>▪ 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 what teams fill the stadium</li> <li>• MA comments on utility boxes playing music like showtunes or symphony music and that City Center is missing that</li> <li>o JPS comments on how utility boxes were repainted white and got rid of art</li> <li>o Abner Figueroa question about expected dates on the murals</li> <li>• JoH replies that Sean is planning on muralists selected and will update</li> <li>▪ MA comments on loving the idea of free walls where anyone can come up and paint</li> <li>• KM: agrees about interactivity pieces</li> <li>▪ JP asks do we have a budget to buy plywood?</li> <li>• JP 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</li> <li>▪ JPS comments about chalkboard art being an option</li> <li>• JP replies that Hilcrest had issues with profanity and hate speeches with that</li> <li>o KM: agrees with music idea and suggests combining music education and some downtown initiatives and use money for community music installations</li> <li>▪ Abner Figueroa comments about branding C street as art district</li> <li>o KM comments about popup spots for special projects for kids</li> <li>• Dani question about identity and knowing where you are, and that pho express and stout have new covering with city center yellow, was that intentional?</li> <li>o JoH responds about building those relationships and connecting with businesses and how they started getting a sense of community</li> <li>▪ Dani comments that it would be great to revamp business storefronts with city center yellow</li> <li>• JPS comment 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</li> <li>o Announces Zoom call tomorrow at 2 for leasing questions</li> <li>• KM: comment about strategic planning meeting schedule</li> </ul>
<p>Adjournment</p> <p>4:47pm</p>	<p>(LK) adjourned the meeting at 4:44pm</p>	