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 pm **COMMUNITY LIAISON REPORTS**  
Updates from offices of elected officials and community partners

3:50 p.m. **APPROVAL OF MEETING MINUTES | ACTION ITEM**  
Approval of minutes from Annual Meeting, January, and March Board meetings

3:55 p.m. **UPDATE FROM DISTRICT MANAGER| EARTH DAY EVENT RECAP | INFORMATION ITEM**  
City Center BID update on current projects. Update on recent Earth Day event: C Street Goes Green

4:05 p.m. **DISCUSS AND APPROVE CITY CENTER BID BOARD STRATEGIC PLAN | ACTION ITEM**  
Discuss strategic plan (see attached document). Recommendations to document and approval

4:15 p.m. **BOARDMEMBER ANNOUNCEMENTS | INFORMATION ITEM**  
Opportunity for boardmembers to provide announcements and additional information to the board. As well as making recommendations for next agenda.

4:30 p.m. **ADJOURN**

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**IN PERSON:** 401 B Street, Suite 100, San Diego, CA 92106
# Meeting Minutes 03.21.2023

<table>
<thead>
<tr>
<th>Topic/ Speaker</th>
<th>Notes</th>
<th>Questions/ Comments</th>
</tr>
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<tbody>
<tr>
<td>Call Meeting to Order 3:32pm</td>
<td>Roll Call:&lt;br&gt; Lindsay Kotas (LK) &lt;br&gt; Markalan Hamilton (MH) &lt;br&gt; Brendan Farley (BF) &lt;br&gt; Joyce Lu (JL) &lt;br&gt; Gina Argerake (GA) &lt;br&gt; Jean Paul Schwarz (JPS)</td>
<td>Also Part of Meeting:&lt;br&gt; Joel Hermosillo (JH) &lt;br&gt; Nashla Duck (ND) &lt;br&gt; Andrea Provino (AP) &lt;br&gt; Jay Goldstone (JG) &lt;br&gt; Chris Avila Ackerman (CA) &lt;br&gt; Koda Zaiser (KZ) &lt;br&gt; Daniela Garcia (DG)</td>
</tr>
<tr>
<td>Public Comment 3:35</td>
<td>Local business owner of Cali Breakfast AP</td>
<td>(AP) Public comment on thanking City Center BID Staff and Clean and Safe for the support.</td>
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<tr>
<td>Civic Center Revitalization Review 3:45pm</td>
<td>(JG) &amp; (CA) present and update on Civic Center Revitalization process.</td>
<td>(JG) Covered 6 blocks, redevelopment of 101 Ash. SLA and all that entails in the process &lt;br&gt; (MH) Asks about old library &lt;br&gt; (JG) Answers about deed being removed. &lt;br&gt; (LK) Asks about California theater &lt;br&gt; (JG) &amp; (CA) answer that there have been no updates. &lt;br&gt; (BF) Asks about affordable housing and subsidies &lt;br&gt; (JG) answers on subsidies not directly from the city and 25% has to be affordable housing yet still encouraging retail but not a requirement. &lt;br&gt; (JH) Asks how can the BID support? &lt;br&gt; (JG) Answers having public speakers at public hearings, letter of support.</td>
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<tr>
<td>Community Liaison 4:00 pm</td>
<td>Approval of August 26, 2022 Minutes</td>
<td>(KZ) announcement 3 items related to homelessness &lt;br&gt; (JPS) Asks how is the community being made aware? &lt;br&gt; (KZ) Council meetings, schools, and letters. &lt;br&gt; (JP) Comments downtown residents and businesses are also supporters, however not everyone wants to go into a shelter, what is being done about that? &lt;br&gt; (KZ) Diversify options, can longer taken o for answer will be taken into consideration &lt;br&gt; (DG) asks challenges with SDPD? &lt;br&gt; (KZ) there is and coordination is happening. Discussion carries on safe camping sights and timeline on that.</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Description</td>
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<tr>
<td>District Manager 4:10 pm</td>
<td>Joel Hermosillo gives update on current and future BID operations</td>
<td>(BF) Asks about Dymo mart and what they sell? (JH) General convenience store located on C street (JPS) Asks about new coffee shop and if located in BID? (JH) Answers that it is not located in BID (JPS) Asks how hard is it to diversify businesses in marketing (JH) answers better communication through social media channels are needed to share and expose. (LK) Asks about earth day event and uses of empty spaces, and art (JH) answers yes all will be available. (JPS) Asks how vacant seat on board will be filled (JH) shares information on process</td>
</tr>
<tr>
<td>Clean &amp; Safe Update Update 4:20</td>
<td>Daniela Garcia &amp; Ernesto Romo gives update on Clean &amp; Safe</td>
<td>(MH) Comments on appreciating work being done. (JPS) asks others to join at next captain meeting</td>
</tr>
<tr>
<td>Board Announcements 4:38 pm</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Adjournment 4:39 pm</td>
<td>None</td>
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# Annual Meeting Minutes 02.21.2023

<table>
<thead>
<tr>
<th>Topic/ Speaker</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></td>
</tr>
<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>
<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>
</tr>
<tr>
<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>
</tr>
</tbody>
</table>
| Election of City Center BID Board of Directors Chair 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 |
| --- | --- | --- |

| City Center Budget Update 4:05 pm | 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
- **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

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

- JP reviews bylaws and ability to be open for all seats (barrier within the bylaws)
- MH comments on staying active in this revitalization

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

- Comments that Coffee and Commerce is a great time for informal discussion
- JP comments about creating community for non-agenda items, discussion for next board meeting
- JP comments about standing committee for specific issues

JH 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
- JH: comments about creating community for non-agenda items, discussion for next board meeting
- JP: comments about standing committee for specific issues
- KM: comments on staying active in this revitalization

- Questions: what are the roles going to be?

- JH comments about working closely with other organizations and Highlights positive things going down in downtown

MA: comments on seasonal decoration plans to make it clear

- JH comments about working closely with other organizations and Highlights positive things going down in downtown

• Betsy: comments on the need to keep the board seats open for all and how we can do that

JP: comments about standing committee for specific issues

- KM: comments about marketing campaign for that

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

Adjournment

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

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<tr>
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<tbody>
<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></td>
</tr>
<tr>
<td>Liaison Report 3:32pm</td>
<td>No public comment Latrell Crenshaw gave an update from Economic Development Department:</td>
<td></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>
</tr>
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</table>

(LC):
- 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

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<thead>
<tr>
<th>District Manager &amp; Finance Update</th>
<th>Joel Hermosillo gives update on current and future BID operations</th>
<th>Terri Johnson gives BID finance update</th>
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</table>
| 3:42 pm                           | (JH) Update on Timeline and goals of the BID. Other duties being conducted through DSDP and Downtown. Call to fill Board vacancies. Update on future and past events. (SW) Gives Placemaking committee update, on surveys and activations towards C street. (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 (murals, 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                     |                         |
| 4:00 pm                           | (NA)  
  - Natives of San Diego, know the challenges that impact downtown, lead to creation of respace  
  - Introduces what rest space is:  
    - Marketplace connecting users with verified hosts with extra private, smart locked bathroom space  
    - Shares introduction to respace 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 the have the app) (KA) Answer: phone is the key to access lock and have a code to reserve |
Dara Braitman (DB) gives presentation

(DB) introduces herself and overview
- Goes over what they do (bicycle and pedestrian safety programming)
- 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 of transit transportation
  - Safety concerns go up when sun sets
  - Biking safety increased
  - Traffic in downtown is generated with people trying to find parking in downtown
  - Most common concerns
    - How safe people feel when walking and rolling on the street during day and night
    - 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 recommendations
    - 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
- 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)
<table>
<thead>
<tr>
<th>Annual Board Meeting</th>
<th>4:30</th>
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<tbody>
<tr>
<td>(LK): Opens item for discussion</td>
<td>(A.F): asks if it will be at the same time</td>
</tr>
<tr>
<td>(L.K.) asks about not being able to have speakers, Bylaws question</td>
<td>(J.H.): renew terms</td>
</tr>
<tr>
<td>(L.K.) asks for feedback on agenda items</td>
<td>(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)</td>
</tr>
<tr>
<td>(J.L.) agrees, Accessibility has to happen</td>
<td>(J.P.) Comments we shouldn’t continue unless we take actions today. Has to happen before the next meeting. Has to be fixed</td>
</tr>
<tr>
<td>(L.K.) opens floor for to vote on date</td>
<td>(B.F.) Suggests February 21st at 3:30?</td>
</tr>
<tr>
<td>(L.K.) motions to change to separate meeting on Feb. 21?</td>
<td>(J.P.) Seconds the motion</td>
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<tr>
<td>(LK) motion passed unanimously</td>
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<thead>
<tr>
<th>Adjournment</th>
<th>4:45pm</th>
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<tbody>
<tr>
<td>(LK) adjourned the meeting at 4:45pm</td>
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