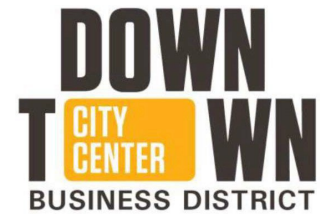




- 3:30 p.m.      **CALL TO ORDER & ROLL CALL**  
*Lindsay Kotas, Chair*
- 3:35 p.m.      **PUBLIC COMMENT**  
*An opportunity for members of the public to comment on any agendized or non-agendized items within the subject matter jurisdiction of the City Center Business District Board. Members of the public may have up to 2 minutes.*
- 3:40 pm        **COMMUNITY LIAISON REPORTSS**  
*Updates from offices of elected officials and community partners*
- 3:50 p.m.      **APPROVAL OF MEETING MINUTESS | 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 ANNOUCEMENTS | 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**

**IN PERSON:** 401 B Street, Suite 100, San Diego, CA 92106

# Meeting Minutes 03.21.2023

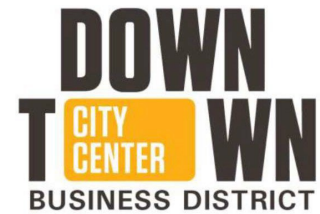


Topic/ Speaker	Notes	Questions/ Comments
Call Meeting to Order 3:32pm	Roll Call: Lindsay Kotas (LK) Markalan Hamilton (MH) Brendan Farley (BF) Joyce Lu (JL) Gina Argerake (GA) Jean Paul Schwarz (JPS)	Also Part of Meeting: Joel Hermosillo (JH) Nashla Duck (ND) Andrea Provino (AP) Jay Goldstone (JG) Chris Avila Ackerman (CA) Koda Zaiser (KZ) Daniela Garcia (DG)
Public Comment 3:35	Local business owner of Cali Breakfast AP	(AP) Public comment on thanking City Center BID Staff and Clean and Safe for the support.
Civic Center Revitalization Review 3:45pm	(JG) & (CA) present and update on Civic Center Revitalization process.	(JG) Covered 6 blocks, redevelopment of 101 Ash. SLA and all that entails in the process (MH) Asks about old library (JG) answers about deed being removed. (LK) asks about California theater (JG) & (CA) answer that there have been no updates (BF) Asks about affordable housing and subsidies (JG) answers on subsidies not directly from the city and 25% has to be affordable housing yet still encouraging retail but not a requirement. (JH) Asks how can the BID support? (JG) Answers having public speakers at public hearings, letter of support.
Community Liaison 4:00 pm	Approval of August 26 , 2022 Minutes	(KZ) announcement 3 items related to homelessness (JPS) Asks how is the community being made aware? (KZ) Council meetings, schools, and letters. (JP) Comments downtown residents and businesses are also supporters, however not everyone wants to go into a shelter, what is being done about that? (KZ) Diversify options, can longer taken o for answer will be taken into consideration (DG) asks challenges with SDPD? (KZ) there is and coordination is happening. Discussion carries on safe camping sights and timeline on that.

District Manager 4:10 pm	Joel Hermosillo gives update on current and future BID operations	(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
Clean & Safe Update Update 4:20	Daniela Garcia & Ernesto Romo gives update on Clean & Safe	(MH) Comments on appreciating work being done. (JPS) asks others to join at next captain meeting

Board Announcements 4:38 pm	None	
Adjournment 4:39pm		(LK) adjourned the meeting at 4:44pm

# 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>

<p>DISTRICT REVIEW (4:07)</p>	<p>Joel Hermosillo, City Center BID Manager gives District Review Daniela Garcia, Director of Safety Services gives mobility ambassador review</p>	<p>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</p> <p>Betsy: comments on new internal initiative (walks) and on grant for lights JH Question about where the location with the lights is</p> <p>MH comments on his experience with his storefront that led to lights/how much they cost</p> <p>JoH: Updates on networking event, workshop, lighting, reels</p> <p>Dani Garcia: introduces Ramone Berrios ambassador</p> <ul style="list-style-type: none"> <li>•Tasks and requests</li> <li>•Productivity break down</li> <li>•Top 3 services: security, welfare, hospitality</li> <li>•Top 3 business requests: Achilles, 7-eleven, CVS</li> <li>oCoal bros Abner Figueroa question about calls to clean and safe regarding drug activity</li> <li>•Dani answers: cited for their infraction because of California voters for decriminalization, join list and meetings for discussions/inquiries</li> <li>•Abner Figueroa comments that there is no consequence for it and that we need to find another solution</li> <li>•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</li> <li>•Abner Figueroa question for previous experience and if this was always a problem in downtown</li> <li>•MA comments about prop 47 and how it's up to city attorney to prosecute and up to judge in the end</li> <li>•Dani comments: <ul style="list-style-type: none"> <li>•seeing individuals taken into custody and then let free</li> <li>•supported Sammich house</li> <li>•provided details for meeting on Thursday in Central Division Police Station,</li> <li>•MTS trolley issue for drugs and trying to resolve by noting individuals and making rounds around trolley to prevent</li> </ul> </li> <li>•Abner Figueroa comments on live after five open event issue with homeless</li> <li>•Dani responds about ambassadors taking calls and walking through the corridors during event</li> <li>•Abner Figueroa question about challenges facing clean and safe</li> <li>•Dani replies that they can't do their job without PD support</li> </ul>
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<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>	

## Meeting Minutes 1.17.2023

Topic/ Speaker	Notes	Questions/ Comments
Call Meeting to Order 3:30pm	Roll Call: Jimmy Parker (JP) Abner Figueroa (AF) Katy McDonald (KM) Brendan Farley (BF) Joyce Lu (JL) Brian Tarbell (BT) Marshall Anderson (MA) Suzanne Conway (SC) Julio Hernandez (JH)	Also Part of Meeting: Alonso Vivas (AV) Latrell Crenshaw (LC) Joel Hermosillo (JH) Sean Warner (SW) Terri Johnson (TJ) Kenneth Asare (KA) Nashla Duck (ND) Sean Warner (SW) Nancy Asare (NA) Dara Braitman (DB)
Public Comment (3:32)	No public comment	
Board Member Appointee (3:32)	Appointing Abner Figueroa (AF) to board seat	Motion: (JP) Second: (JL) Appointed unanimous
Liaison Report 3:32pm	No public comment Latrell Crenshaw gave an update from Economic Development Department.	(LC) : <ul style="list-style-type: none"> <li>Letting community organizations know that we will be returning to in person meetings</li> <li>Guidance: preparing organizations to go back in a similar manner to prior to lockdown</li> <li>Budget workshop held tomorrow for opportunity to review with district improvement managers</li> <li>Budgets due on Monday 23rd</li> <li>Storefront improvement is open with waiting list</li> <li>Month of December: responded to 24 business increases and answered with 94% rate within 2 days</li> <li>Responded to 104 increases, 87.5%</li> <li>Be mindful of council districts might have changed slightly</li> </ul>
Approval of Minutes 3:40pm	Approval of November 17 , 2022 Minutes	(MA) motion B.F. Second. Comment made by JP for correction on (MA) name Minutes pass unanimously



<p>District Manager &amp; Finance Update 3:42 pm</p>	<p>Joel Hermosillo gives update on current and future BID operations</p> <p>Terri Johnson gives BID finance update</p>	<p>(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.</p> <p>(JH):</p> <ul style="list-style-type: none"> <li>• Roadmap district update goals</li> <li>• Revisit with annual meeting coming up</li> <li>• Focus on brand and social media presence</li> <li>• Activations: coffee events, Cali breakfast (upcoming, TBD)</li> <li>• Live after five was a successful event (follow up survey with attendees)</li> <li>• Continue event once a month (march)</li> <li>• Upcoming events: art and market walk (murals, activations, market, monthly event)</li> <li>• Business employee workshop (reach out to Joel)</li> <li>• Resident workshops in the works, present themselves that city center exists (awareness)</li> <li>• Residents don't know about neat areas</li> <li>• Business walks next month (2 February and March)</li> <li>• Annual meeting approaching</li> <li>• Strategic plan retreats</li> <li>• Recap on events <ul style="list-style-type: none"> <li>◦ Shop The Plaza, Coffee &amp; Commerce, Live After 5.</li> </ul> </li> </ul> <p>(AF) Commented on success for his business from Live After 5</p> <p>(JH):</p> <ul style="list-style-type: none"> <li>• Social media update</li> <li>• C Street Initiative update</li> </ul> <p>(TJ):</p> <ul style="list-style-type: none"> <li>• Shared balance sheet</li> <li>• Borrowed partnership line of credit</li> <li>• Revenue and expenses are very close to budget</li> <li>• BID is slightly lower month over month</li> <li>• Difference under contracts is timing difference</li> <li>• Slow with getting the advance</li> <li>• Don't expect for it to be a variance at the end of the year</li> </ul>
<p>Restspace Presentation 4:00 pm</p>	<p>Nancy Arase &amp; Kenneth Arase of Restspace</p>	<p>(NA)</p> <ul style="list-style-type: none"> <li>• Natives of San Diego, know the challenges that impact downtown, lead to creation of respace</li> <li>• Introduces what rest space is:</li> <li>• Marketplace connecting users with verified hosts with extra private, smart locked bathroom space</li> <li>• Shares introduction to respace video</li> <li>• Shares map of current bathroom locations</li> <li>• Not accessible</li> <li>• Shares how Restspace can help downtown</li> </ul> <p>(KA):</p> <ul style="list-style-type: none"> <li>• Shares on specific updates</li> <li>• How the app works</li> <li>• Survey being taken and to be continued to be taken</li> </ul> <p>(LK): Asks if there are other cities participating</p> <p>(KA): Responds no Downtown San Diego is the testing ground</p> <p>(JP) Asks what is the protection for the host business?</p> <ul style="list-style-type: none"> <li>• Host side: businesses are verified and have insurance</li> <li>• Verify the guests with real IDs</li> <li>• Do you have any recourse?</li> <li>• Kenneth replies yes</li> </ul> <p>(AF) comments about liability, questions about cost (cost of paper, cleaning, etc.)</p> <p>(KA) responds: Has a fee that goes directly to host</p> <p>(MA) Asks how does it work if customer comes in to use bathroom, (is QR scanned or do they say they have the app)</p> <ul style="list-style-type: none"> <li>• (KA) Answer: phone is the key to access lock and have a code to reserve</li> </ul>

Circulate San  
Diego City  
Center Mobility  
Study  
(4:15)

Dara Braitman (DB) gives presentation

(DB) introduces herself and overview  
o 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  
o Shares graphic of online survey  
▪ Destination when in city center (little Italy, supermarket, Gaslamp)  
▪ Biking was less popular of transit transportation  
▪ Shared most common concerns  
o 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  
o Pedestrian recommendations for primary pedestrian improvements  
▪ Lighting  
▪ High-visibility crosswalk  
▪ Audible crossing signal  
o Scooter and bike safety:  
▪ Blue is for recommended  
▪ Black is for existing  
o Transit recommendations  
▪ Transit stop well lit  
▪ Shade  
▪ Place to sit  
o Wayfinding and signage recommended  
▪ Pedestrian and bicycle  
▪ On Broadway specifically  
o Beautification recommendations  
▪ Streetscape planters and utility box art  
o General recommendations and implementation costs  
▪ Work toward the large ticket items that are more challenging in budget  
o 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  
o 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)

<b>Annual Board Meeting</b>  <b>4:30</b>		<ul style="list-style-type: none"> <li>• (L.K.): Opens item for dicussion</li> <li>• (A.F): asks if it will be at the same time</li> <li>• (L.K.) asks about not being able to have speakers,Bylaws question</li> <li>• (J.H.): renew terms</li> <li>• (L.K.) asks for feedback on agenda items</li> <li>• (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)</li> <li>• (J.L.) agrees, Accessibility has to happen</li> <li>• (J.P.) Comments we shouldn't continue unless we take actions today. Has to happen before the next meeting. Has to be fixed</li> <li>• (L.K.) Opens floor for to vote on date</li> <li>• (B.F.) Suggests February 21st at 3:30?</li> <li>• (L.K.) motions to change to separate meeting on Feb. 21?</li> <li>• (J.P.) Seconds the motion</li> <li>• Passes unanimously</li> </ul>
<b>Adjournment</b> <b>4:45pm</b>		(LK) adjourned the meeting at <b>4:45pm</b>

DRAFT