

- 3:30 p.m. **CALL TO ORDER & ROLL CALL**  
*Brendan Farley, 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. **COMMUNITY LIAISON REPORTS**  
*Updates from offices of elected officials and community partners*
- 3:50 p.m. **DISTRICT UPDATE | INFORMATION ITEM**  
*Updates from District Manager & Staff. Current operations, future projects, finances.*
- 4:00 p.m. **APPROVAL OF MEETING MINUTES | ACTION ITEM**  
*Approval of July Board meeting minutes*
- 4:05 p.m. **CITY CENTER BOARD OF DIRECTOR NOMINATION: Mimi Darling, ACE Parking | ACTION ITEM**  
*The Board of Directors review new board of director nominee and vote on approval into the Board of Directors of the City Center Business Improvement District*
- 4:10 p.m. **CITY CENTER COMMITTEE OFFICERS | ACTION ITEM**  
*Discuss and approve committee officers*
- 4:15 p.m. **UPDATE: C STREET | INFORMATION ITEM**  
*Update on C Street - Urban Land Institute (ULI) Technical Assistance Panel (TAP), and steps moving forward.*
- 4:25 p.m. **UPDATE: CLEAN & SAFE | INFORMATION ITEM**  
*Update from Clean & Safe staff on City Center operations.*
- 4:35 p.m. **BOARDMEMBER DISCUSSION & ANNOUCEMENTS | INFORMATION ITEM**  
*Opportunity for board members to provide announcements and additional information to the board. As well as making recommendations and topics for the next agenda.*
- 4:40 p.m. **ADJOURN**

**IN PERSON:** Downtown San Diego Partnership  
401 B Street, Suite 100 San Diego, CA 92101, USA

## **Meeting Minutes 07.18.23**

**MEETING CALLED TO ORDER: 3:34**

### **Roll Call:**

- BF – Brendan Farley
- JP – Jimmy Parker
- JL – Joyce Lu
- LK – Lindsay Kotas
- BT – Brian Tarbell
- JPS – Jean Paul Schwartz
- MH – Markalan Hamilton
- GA – Gina Argerake
- AF – Abner Figueroa

### **Other Attendees:**

- RS – Rio Sison
- JC – Josh Coyne
- LT – Officer Larry Turner
- LC – Latrell Crenshaw
- JL – Jordan Latchford
- ND – Nashla Duck
- JH – Joel Hermosillo

### **(3:36) PUBLIC COMMENT:**

- **JC:** Introduced newest Downtown Partnership hire, Jordan Latchford

### **(3:38) COMMUNITY LIAISON REPORTS:**

- **LC:** comment on getting Bid management and PBID agreements
  - Internal budget for small business improvement program
  - **JPS:** El Cortez building should be deemed historical, is there something we can do for our business storefronts that want to apply for the small business improvement program.
  - **LC:** Anyone who applies to the program is directed with case-by-case help, Happy to connect to talk about that specific situation
- **LT:** police walking team started again, found time on Tues, Wed, Thurs starting in Gaslamp and Little Italy. Comment that they aren't doing anything with camping ordinances, police department isn't part of that.

### **(3:45) DISTRICT UPDATE**

**JH:** gives presentation on latest updates of the BID,

**RH:** Gives update on financials

- **JL-** question about workshop: the one on Broadway?
- **JH:** Yes, that one
- **LK:** for the belly trash cans, what is the cost?
- **JH:** matching program, they pay half, connect you to Ernesto.

- **JPS:** question about map on website, is it possible to put activities?
- **JH:** yes, we can add those types of businesses as well.
- **RS:** balance sheet and profit and loss update
  - **AF:** What's the total for activation grants?
    - **RS:** 10,000 each
  - **LK:** we never voted on a budget for fiscal year 2024?
    - **RS:** I believe it's not an item to vote on
    - **JC:** It's a formality, the partnership approves it
      - The increase is guided by the city.
    - **LC:** Council approved budgets, process looks like: appoint advisory board, work with them so it doesn't have to be approved by internal advisory board
    - **LK:** comment about office vacancies and commercial real estate if we are managing expenses appropriately, not knowing if it's a true guidance.
    - **JC:** council has approved that budget, there are certain percentages on how that money will be spent

**(3:56) APPROVAL OF MEETING MINUTES:**

- **JP:** administrative comment: people appear in minutes but not roll call, we should acknowledge guests as well, can't redo the meeting
- **JH:** has to include JPS in meeting roll call as well.
- **LK:** Abner was not in the roll call as well, neither was I
- **JP:** all must be included, if they comment they must appear on roll call, would like staff to make needed adjustments for next meeting minutes.
- **JP:** Motion made by for meeting minutes approved with changes,
- **BT:** Seconds.
- **Approved unanimously.**

**(4:05) CITY CENTER COMMITTEE ESTABLISHMENT, FORMAT, AND LEADERSHIP**

- **AF:** thinks it's important and it should be standing committee (not temporary), comment that Joel mentioned there should be more efforts in Marketing.
- **JH:** looking to find an agency but can't follow through.
- **LK:** let's get back on topic for the Ad hoc or Standing Committees
- **MH:** ad hoc might be more specifically targeted.
- **JP:** By creating a Standing it is a way to bring in businesses to this board for number 1 or 2 (brand awareness and advocacy and support), for number 3 (programs and events) it would be ad hoc
- **JL:** can it be a mix?
  - **LK:** yes, comment about day to day for our businesses
- **GA:** Can we start off as ad hoc and change it as we go?
- **LK:** We don't want it to be a one time and done, needs to be solid so people know when to show up, but for special events, those could be ad hoc committees. We can vote on each item separately.

- **BT: dismisses himself from Board meeting at 4:09**

- **JP:** We can also then take a vote to suspend that committee, telling our membership it's an important item that they can come back to, not a day to day
- **LK:** comment about needing our businesses to be involved and they are not, hoping these committees will draw in more engagement from our community.
  - **LK:** motion that 1 and 2 (brand awareness and advocacy and support) are created as standing committees with a frequency of meeting monthly to start.
  - **BF:** Seconds
  - **Unanimously voted yes.**
- **Nominations to lead the committee.**
  - **Brand awareness:** Abner volunteers
    - **AF:** doesn't see the point with no budget for marketing.
    - **LK:** responds that so much can be done with involvement and awareness, not just marketing.
    - **JP** replies: right now, we would be starting with 0 but can do more.
  - **Advocacy and support:**
    - **JH:** Katy McDonald expressed interest, in leading this
    - **MH:** what does advocacy and support entail?
    - **LK:** reads definition.
    - **MH:** volunteers to co-lead
  - **Programs and events: as an ad hoc committee**
    - **JP:** what's the timeline?
    - **LK:** Fiscal year 23-24 events
    - **JPS:** is there a budget?
    - **LK:** some of it is budgeted, Joel is point of contact for that.
    - **LK:** Programs and events lead would be JPS.
    - **JPS:** question about budget to fix the curbs, is that built in the budget we just saw?
    - **LK:** if we can see a more detail version next meeting for that budget, will get reported on that.
    - **JL** motions
    - **JP** seconds
      - **Unanimously voted yes.**

#### **(4:23) DISCUSSION AND APPROVAL OF MEETING FREQUENCY AND SCHEDULE**

- **LK:** before we met every month, we need to go back to monthly meetings, we lose a lot and aren't accomplishing what we need to do. Is Tuesday the best day? Is the timing the right time? We can open discussion to a day and time.
  - **JP:** since we are advisory, what's the ideal time to meet for partnership
  - **JC:** earlier in the month, our board meets the 3<sup>RD</sup> -4<sup>TH</sup> Tuesday of the month
  - **JP:** change that time, are we looking for that first week to be more effective
  - **JC:** first or second week would be ideal

- **JP:** look at it as a yearly calendar that maybe has 10 meetings, to take account for vacations, combine for example Nov. and Dec., look at dates and how that aligns
- **BF:** allows us to support those events with ad hoc
- **JC:** recommends to Joel that given the addition of committees, include this in next meeting (table) to further discuss
- **JP:** agrees, gives us an opportunity to look at our schedules and send to Joel so it gives him information on best times
- **BF:** suggests shifting days, moving to Wednesdays
- **MH** question: time would be at 3:30?
- **LK:** discussion on AM vs. PMs, I agree with Wednesdays (table to follow up on our next meetings). Take vote to follow up next month?
- **JP:** instead, direct staff instead, to survey the board and through the survey come to a conclusion.
- **LK:** Creates the direction for staff

**(4:28) APPROVE POTENTIAL LIGHTING DESIGN FOR C STREET**

- **JPS:** Which building is that?
  - **JH:** Diega by Bosa
- **JP:** And this is a rendering?
  - **JH:** yes
- **MH:** is the up and down lighting already on the building:
  - **JH:** yes, but it doesn't light up the street as much as we would like.
- **JP:** Would it be more of an artistic accent, or would it light up the corridor more?
  - **JH:** both
- **JP:** I get the attraction; how much would it illuminate?
  - **JH:** this is just design base and a rendering.
- **AF:** do they change color?
  - **JH:** yes, can be very flexible to the colors.
- **LK:** who controls it?
  - **JH:** partnership would reach to the vendors themselves.
- **JL:** partnership is the gatekeeper for requests?
  - **JC:** Joel would be, he would get in touch
  - **BF:** and the we in that is the BID, Joel is the point person to talk to the vendor
- **JPS:** who's installing and managing?
  - **JH:** managed by the bid, installation would be the company we are in contact with
- **JPS:** can be replaced immediately?
  - **JC:** maintenance depends on the contract and type of installation
- **JPS:** so, who will manage?
  - **JC:** Joel/ bid will manage
- **BF:** comment on making it RGBW (adding white), to dial up on brightness you need white in there.

- **JP** motions amended on accepting the design contingent on illuminance level, and that lights are capable of being RGBW
- **BF** seconds
  - **Unanimously voted yes.**

#### **(4:34) CHAIR RETIREMENT**

- **LK:** notifies board she is retiring, and a new chair is needed to be voted in.
- **LK:** Opens floor for nominations for chair position:
- **LK:** nominates and makes the motion for Brendan Farley
  - **JPS:** who?
  - **LK:** Brendan Farley
  - **JPS** seconds
  - Unanimously voted yes. **(1 abstention: JP)**

#### **(4:39) BOARDMEMBER ANNOUNCEMENTS**

- **LK:** announcement about Barbie theme event for Comic-Con
  - **JPS:** open to the public?
    - Lindsay: yes, we planned a barbie event as an activation.
  - **JPS:** is there a post for event happenings?
    - Lindsay: if you follow the U.S Grant we will be posting all our happenings.
  - **AF:** And that is Thursday at what time?
    - **LK:** box is being delivered at 7am

**Adjourned at 4:42**