

3:30 p.m.

## CALL TO ORDER & ROLL CALL

*Brendan Farley, Chair*

3:32 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.*

3:35 p.m.

## ULI C STREET STUDY | INFORMATION ITEM

*An update from Chris Clark, Deputy Director of ULI San Diego Tijuana (VIRTUAL)*

3:45 p.m.

## COMMUNITY LIAISON REPORTS

*Updates from the offices of elected officials and community partners  
Kohta Ziaser, Deputy Director of Community Engagement, Office of Mayor Todd Gloria  
Malik Thornton, Community Representative, Office of Councilmember Stephen Whitburn  
Officer Larry Turner, Central Division Community Relations Officer  
Shaun Donnelson, Operations Manager, MTS*

3:55 p.m.

## ACTION ITEM

- **APPROVAL OF MEETING MINUTES**

*Approval of January meeting minutes*

4:00 p.m.

## PARKING DISTRICT UPDATE | INFORMATION ITEM

*An update from Jordan Latchford, Government Affairs Manager, Downtown San Diego Partnership*

4:10 p.m.

## DIRECTOR REPORT | INFORMATION ITEM

*Business District update from Joel Hermosillo, Director of Business Engagement.*

4:15 p.m.

## CITY CENTER “PRODUCT” PROGRAM | ACTION ITEM

*Review and Approve the official branding program - Branding & Marketing Committee*

4:25 p.m.

## BOARD MEMBER DISCUSSION & ANNOUNCEMENTS | 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.*

4:30 p.m.

## ADJOURN

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

## City Center Board Meeting January 18, 2024

Meeting started at 3:31

### Roll Call:

- Jimmy Parker (JP)
- Brendan Farley (BF)
- Joyce Lu (JL)
- Jean Paul Schwarz (JPS)
- Marty Ochs (MO)
- Markalan Hamilton (MH)
- Jessica Ceja (JC)

### Other Attendees:

- Sean Warner (SW)
- Jordan Latchford (JL)
- Daniel Reeves (DR) \*Presented virtually\*
- Malik Thornton (MT)
- Miguel Gonzalez (MG)
- Shaun Donelson (SD)
- Brian Schoenfisch (BS)
- Joel Hermosillo (JH)
- Nashla Duck (ND)
- Mary Mansoor (MM)
  
- JPS: Is the bid aware of the circuit asking the parking division for money revenue for 2024-year cycle
  - Been in meetings, explains how that would work, fund balance has diminished and a budget allocated for the Gaslamp promenade, huge loss, any final decision has to be up to that head of department
  - BF: To fund circuit? Yes
  - JPS: Comment about not wanting to surrender parking budget
  - JP: Comment to put on agenda as an emergency item next month
- IKE Kiosks update
  - CA: Mainly advertisement focus? What's its main purpose?
    - DR: Passive mode (public interest content) top 3<sup>rd</sup> is 8 slide loop with ads but bottom is information kiosk with curated content
  - JPS: Is business search linked with Google
    - DR: It is public, if search is coffee, it's based on proximity to the kiosk (four square data)
  - JPS: If businesses not with four square will they not populate?
    - DR: Will pop up if on Google
  - JC: How many are in transit stations?

- DR: Will have additional feature with real times of arrivals/departures, not all will be but don't have exact number right now. Curate trip
- MO: Who does manage the paid advertisement?
  - DR: Discount for dsdp member companies, revenue is broken down 45% goes to city 55% goes to IKE , 30 – 70 of city goes to DSDP
- JL: For management of advertisement is it 3<sup>rd</sup> party or who is lead?
  - DR: Sales done through IKE team
- BF: What's the range? Neighborhoods?
  - DR: Specific to Downtown, 6 neighborhoods (not little Italy)
  - BF: 42 currently been identified out of how many?
  - DR: 50 total
  - BF: When do they become public?
  - DR: Once city gives general approval, public outreach process will begin, reaching out to the bids, property owners, and resident groups
  - BF: With that, what's the commitment from IKE to make sure that there is a public process for each location?
    - DR: Commitment is that we will respect the community where not desired, came up in city council and committee, robust community outreach process done
  - CA: Who's maintaining them?
    - DR: Units are built with an urban environment in mind, sturdy, durable units, if something happens units are modular, very quick turnaround (clean and safe will be taking maintenance of these units) hire additional staff for this, handled locally or regionally
  - JL: is IKE absorbing the damage costs?
    - DR: IKE is responsible for all of the costs including maintenance and replacement, that's why 55% goes back to IKE
  - CA: Is there a contract term for that?
    - DR: 10 year + 5
  - JL: does it start now because of research phase?
    - DR: Full implementation is when it starts
  - DR: Comments- Please let me know if you want to or not want to see on block
- MG: increase force update
- MT: updates on another safe sleeping site opening this fall, council member been assigned to 4 different committees, public safety,
  - Budget and priority memo will share with Joel
  - Nationwide police chief search

- Station 4 fire station got a new 8-hour fire station to relive stations around the downtown area
- MH: what's the policy/status with cleaning areas near post office
  - Continue to send in those reports
  - Does the clean and safe relay the message, if report is made on that app
  - Suggests get it done report
  - JHL: will pass the message
  - What's up with no camping signs being in only some blocks
  - City looks at amount of reports in certain areas, those with most get signs
  - JH: along C St, what's the most common crime?
    - Loitering near bus area and encampments
    - Safety concerns with people going on tracks
  - How often is there security on 5<sup>th</sup>
    - Morning and night
  - JH: shares mid-day instance
    - MTS: Asks for more info, will look at footage
  - SD: look into being relieved, send someone over
    - Send undercover to scope out, then send uniform patrol
  - JH: C St budget inquiry
    - Yes that stays in the budget
  - JPS: asks about bus safety
    - MTS: doubling the bus enforcement team, increase visibility is goal
      - Work in the morning but want to expand
    - JPS: is the H 100%
      - Yes, it is expected to happen
      - Was there an announcement about circuit transporting to safe sleeping sites?
      - Malik: There is a shuttle service but not sure if it is circuit
      - MTS: DSDP vans can transport
    - BF: With addition to 40 people to the team, what's the increase?
      - MTS: 40% increase 60 people to 96
  - MM: Shares instance with juveniles in front of sammich house
    - MTS: having sdpd to assist us with that, only enforces MTS property, if not contact sdpd
  - JL: question about quiet zone rail crossings
    - Has lifted quiet zone, trains must honk their horn, working to come to some type of resolution, call congressmen
  - JPS: during business hours, do you have people riding trains
    - MTS: yes during day
- Approval of meeting minutes
  - MH motions to approve, 2<sup>nd</sup> JP
  - Unanimous
- New board member appointment

- Bespoke Hair Candace Ayers
  - BF: where is your location
  - 7th
- We work Katy Largman
- JP motions to approve
  - JL 2<sup>nd</sup>
  - Unanimous
- MM: When is the TAP presentation?
  - JH: Will let you know
- Urban Division:
  - JPS: still hear from restaurant projects permits
    - Staff vacancies since covid, have been addressing that, we have a streamline process, recommend preliminary review and that will save money and time, offer virtual appointments for free
  - Jordan: what incentive program has been the most successful in downtown
    - More popular is pay a fee buy density
- **JC exits at 4:36**
- Director Report
  - Marty: It's not so much about the beer, utilizing whoever is in the area
  - JPS: Community classes, bid yoga event example
  - JH: beer is starting point for future products that go out
  - KL: what's the timeline for launch
    - Taking this to marketing committee first, then make document and carry it on from there.
    - MO: Depending on volume, draft, can, beer, then minimum of 4-6 weeks for cans, 3 for draft, etc.
  - BS: When do we get to sample this beer?
  - JH: Will have a launch party
  - For my business, 1 beverage per appointment, will there be opportunity for wholesale from you guys
    - Yes
      - MO: idea is to have as many broad products out
  - BF: Can you remind us who is in the marketing committee
    - Gina and Marty and Javier
    - BF: New board members who are interested in joining?
      - Can open for them again, want more action from businesses not just board meetings
- JL: per 1 banner?
  - JH: 26 banners each package adds up to that
- JPS: generally accessible for small businesses?
  - JH: competitive with neighboring districts, went under those prices and the DSDPs
  - Could do small business pro rate
- JL: suggests: could design a la carte banners by location and amount

- Taking all the notes for direction
- Banner comments:
  - JP: come back for action item
    - No shorter than 6 months
    - Create funding from larger to subsidize the smaller, don't do short programs
    - JPS: what about the smart and back?
      - JP: use the overall number to create discounts, you're selling both sides of the banner
      - JL: adding additional role to the team?
        - JP: it gets easy, didn't add an additional role
  - MM: If you recycle it, is it less?
    - JP: No fee, the bid has the commodity to use it again once created
  - **MT exits at 5:03**
  - JPS: what about E st. businesses that are 3 or 4, what if there is something generic neighboring business can all pitch in for banner space featuring all logos
    - JP: 10% total of that banner, it will shrink
  - MO: are these based off of previous programs?
    - JH: Gaslamp has this program, first time for City Center
    - JP: Let's get this back next month

Meeting adjourned 5:06