

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.

## COMMUNITY LIAISON REPORTS

*Updates from the offices of elected officials and community partners  
Emily Piatanesi, Community Representative, 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*

3:45 p.m.

## ACTION ITEM

- **APPROVAL OF MEETING MINUTES**

*Approval of February meeting minutes*

3:50 p.m.

## UNHOUSED OUTREACH TEAM UPDATE | INFORMATION ITEM

*An update from Natalie Ortiz, Director of the Unhoused Care Team, Downtown San Diego Partnership*

4:00 p.m.

## ECONOMIC DEVELOPMENT UPDATE | INFORMATION ITEM

*DSDP update from Nathan Bishop, Director of Economic Development.*

4:10 p.m.

## DISTRICT UPDATE | INFORMATION ITEM

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

4:15 p.m.

## CITY CENTER "SOCIETY" PROGRAM | ACTION ITEM

*Final review and approval of the official 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 February 14, 2024

Meeting started at 3:31

### Roll Call:

- Brendan Farley (BF)
- Jimmy Parker (JP)
- Lindsay Kotas (LK)
- Joyce Lu (JL)
- Jean Paul Schwarz (JPS)
- Marty Ochs (MO)
- Markalan Hamilton (MH)
- Kayte Largman (KL)
- Gina Argerake (GA)
- Mimi Darling (MD)
- Candice Ayers (CA) – Arrived at 3:35
- Kayte McDobald (KM) – Arrived at 3:37

### Other Attendees:

- Jordan Latchford (JL)
- Malik Thornton (MT)
- Dani Garcia (DG)
- Miguel Gonzalez (MG)
- Chris Clark (CC) – Virtual
- Tatiana Perez (TP) - Virtual
- Joel Hermosillo (JH)
- Josh Coyne (JC)

### Public Comment

#### ULI C street Study

CC & TP provide brief presentation on C Street Study.

- (BF): asks of next steps and implementation committee
- (CC): Confirms next steps and beginning of implementation committee in coordination with BID.
- (JPS): Asks if any connection with other downtown neighborhoods from this study
- (CC): Unaware of this being a factor, but could be a solution later on.

#### Community Liaison Reports

(MT) Brief update from Councilmember 3's office

(MG) Brief update from MTS

(BF) Asks about new security hires

(MG) confirms number of new hires

(DG) provided additional update about Clean & Safe efforts and recent activity

(GA) Provided any assistance from recent activity, as house of blues cameras are active.

**Action Item: Approval of January Meeting Minutes**

**(MH) Motions to Approve**

**(MO) Seconds**

- **Passes unanimously**

**Parking District**

(JL) Provides update on Parking District funding and logistics of the program

(JPS) Comments on his attendance in the Downtown Parking Management Meeting

(LK) Asks about the funds

(JC) Answers how funds have been used effectively and how Parking district funds have now gotten to where they are.

**Director Report**

(JH) Provides update on current happenings and tasks of BID staff

**Action: City Center “Product Program”**

(JH) Gives presentation on City Center program from which marketing committee has put forward logos to be approved by Board and program to be approved by board for the program.

(JPS) Asks about potential mocktail being added

(JH) That is possible

(LK) Explains on how other businesses such as hotel bars can benefit though the addition of City Center Mule

(JP) Comments on logo and motion amending approval to rethink the logo with board comments and provide for next board meeting.

(MO) Seconds amendment

(BF) Comments on program logistics

(MO) & (GA) explain revenue share, only commenting on how brewery can approach businesses.

**(KL) Exits meeting 5:16**

(JP) Motions to amend approval in order to fully bring out program logistics in regards to brewery approach and BID staff approach to businesses.

(MH) Seconds

(JP) Motions to approve program with amendments to be revisited at next board meeting

(GA) Seconds

Passes Unanimously

**Parking District Update**

Meeting adjourned 5:20