

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 April meeting minutes*

3:50 p.m.

## CLEAN & SAFE TEAM UPDATE | INFORMATION ITEM

*An update from Daniela Garcia, Director of the Safety Services, Downtown San Diego Partnership*

4:00 p.m.

## DISTRICT UPDATE | INFORMATION ITEM

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

4:10 p.m.

## ANNUAL MEETING | INFORMATION ITEM

*Annual Meeting update from Joel Hermosillo, Director of Business Engagement.*

4:20p.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 Minutes April 10, 2024

Meeting started at: 3:31

### Roll Call:

- Brendan Farley - BF
- Lindsay Kotas - LK
- Joyce Lu - JL
- Jean Paul Schwarz - JPS
- Markalan Hamilton - MH
- Kayte Largman - KL
- Gina Argerake - GA
- KM – Katy McDonald
- CA – Candice Ayers
- Jimmy Parker - JP (late at 3:59)

### Other attendees:

- Nathan Bishop - NP
- Sam Ramirez - SR
- Sarah Brothers - SB
- Natalie Ortiz - NO
- Clayton Fowler – CF
- Nashla Duck - ND
- Joel Hermosillo - JH

### Approval of March Meeting Minutes

**MH motion to approve, GA seconds, unanimous vote.**

- JPS: question about o lot tents being reused
  - Natalie: can say about O lot tents, but tents are reused once individual is exited, if not able to be reused it is destroyed
- BF: question about being open to share

### Economic Development Update

- KM: Question, is that Petco, the shell?
- Question, not just city center when talking about Downtown
  - Yes, all neighborhoods, the three top developments
- CA: Question about housing, affordable
  - Workforce rentals being developed, that Downtown is missing

- Part of the City's economic development strategy, there is an intentional effort for workforce housing
- GA: question about office buildings being mostly vacant
  - A lot of them are lab space, indirect and direct uses that compliment
- CA: What about retail spaces?
  - We have a low vacancy rate in retail
  - JPS: Restaurant service is being leased out
- KM: question about perspective about people leaving California and how it affects our efforts
  - Decisions are based on talent now, huge driver, and creating housing and cost is directly connected to that
- CA: Question about parking for businesses and being a factor in driving away visitors
  - Interested in making a parking assessment or education about the topic, it's on the horizon but we aren't there yet

### ***District Update***

- JPS: added 3 businesses to the district
- JPS: Comment about Donut Bar relocating
- JPS: when is B Street sidewalk project happening
  - Hopefully very soon, working with City in permitting

### **City Center Society Program**

- JPS: are they only alcoholic drinks?
  - With the program, we can just plug in the name, these are the mock contracts
- Is there a certain dollar amount of each product?
  - Right now it is based on pours, these are just the starting points but program can be altered in the future for services
- JP: Motion that we accept this with the change of the percentage to 10-15% of the item featured back to the BID
  - GA: Going too broad, that is why \$1 for right now is ideal, percentage is better for services
  - **CA motions to approve, JL seconds, Unanimously passed.**
- LK: comments on logo about font reminding her of athletics and should be changed
- JPS: comments on logos being too simple
  - Sarah: responds about the simplicity being because it will fit with other's marketing purposes

- JPS: emphasize the San Diego downtown skyline more instead of simple shapes
- Split vote between both logos
- BF: question about the action item
  - Joel: provide marcom direction by choosing option A or Option B today
- BF: The style of the BID, match the style of the businesses more
- GA: comment on City Center identity being bold and the logo should rival our neighbors
- JPS: question on colors, if they can be changed
- BF: table this, take feedback bring back for board approval
- BF: would this require another board meeting to go forward with the program
  - Sara: unless board approves for marketing committee to have final say
- **JL: motion to have marketing committee to make final choice on that**
  - **Candance seconds**
  - **Board approves with 2 No's:**
    - **JP**
    - **MH**

**Board member Discussion:**

- KM: Thank you for hard work on logo
- LK: scaffolding is removed from U.S. Grant Hotel
- JP: Update about sales tax, bid alliance position question
  - KM: need a lot of education on this
  - BF: no group communication between the group
- BF: update about the 100<sup>th</sup> anniversary of Balboa Theatre

Adjourned 4: 52