

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
Randy Reyes, Community Representative, Office of Mayor Todd Gloria
Malik Thornton, Director of Community Engagement, Office of Councilmember Stephen Whitburn
Officer Hilton Williams, Community Relations Officer
Officer Miguel Gonzalez, MTS Security*

3:45 p.m. ACTION ITEMS

• **APPROVAL OF MEETING MINUTES**

Approval of September Meeting minutes

• **APPROVAL OF DSDP 5 POINT SAFETY PLAN**

Approval of City Center BID support of DSDP 5 Point Safety Plan

3:50 p.m. CIVIC THEATRE - PLAZA IMPROVEMENTS | INFORMATION ITEM

Update from Brendan Farley, Vice President, San Diego Theatres

4:00 p.m. DIRECTOR REPORT | INFORMATION ITEM

Business District update from Joel Herosillo, Director of Business Engagement

4:05 p.m. E STREET PLACEMAKING DISCUSSION | DISCUSSION ITEM

Board discussion to carryout and ideas for placemaking funds towards E Street

4:30 p.m. ADJOURN

IN PERSON: Holiday Inn Express, Cabrillo Room
1430 7th Ave
San Diego, CA 92101

City Center Board Meeting Minutes September 18, 2024

CALL TO ORDER & ROLL CALL:

- Brendan Farley - BF
- Lindsay Kota - LK
- Joyce Lu - JL
- Gina Argerake - GA
- Markalan Hamilton - MH
- Jean Paul Schwarz - JPS
- Candice Ayers - CA
- Katy McDonald - KM
- Kayte Largman - KL

Other Attendees

- Joel Hermosillo - JH
- Nashla Duck - ND
- Josh Coyne - JC
- Clayton Fowler - CF
- Malik Thornton – MT
- Christina - C
- Dani Garcia - DG
- Sean Plaistead - SP

Public Comment

- Markalan comment about homelessness in front of his business popping up again
- Gina comment on excitement of C St. power washing new unit
 - Dani to connect with Ernesto on giving a demo for all
- K.M. 5th & C is a tough corner, open drugs
- JPS: question, expected for what part of the bid?
 - Management support, technical assistance, Accounting etc.
- Malik: Update on budget season, introducing Christina
- KM: question on sidewalk improvement project
 - JH: work in progress

ACTION ITEMS: Approval of June Meetings

- MH motions, GA seconds
- Unanimous approval

Clean & Safe Update

An update from Dani Garcia, Director of Safety Services

- CA: Question about unhoused pets
 - DG: Usually they have a buddy around that will take the pet
 - LK: Question how can we report activity on the edges of neighborhoods
 - Dani: We are further supporting the smart corners and when we have the opportunities we follow them, call police department or the get it done app.
 - JPS: when was the last time you walked with SDPD
 - Dani: Yesterday, it occurs once a month
 - JPS: are you getting too distracted with fault line park
 - Dani: not our responsibility

DSDP Policy Overview

Update from Clayton Fowler, Public Affairs Manager, Josh Callery, VP of Policy, and Civic Engagement

- JC: Provides additional update on DSDP 5 point safety plan
- KM: Even with the ordinance?
 - JC: Yes
- CA: will the press conference be live streamed
 - JC: I am not sure but we will have camera footage
- KM: My building just sold for a low number, are you seeing this up and down B St
 - JC: Seen across all of town and other Downtowns, will be addressing this.
 - KM: do they talk about these cycles in other Downtowns?
 - JH: Common across all downtowns but it is new, re-strategizing and finding out what is right for our Downtown
 - CA: question about big manufacturers being a factor
 - JC: yes there are a lot of business factors that could impact this and that could be one of them
 - JPS: Is it possible to take over the Big Belly's in Downtown, where everyone can contribute to buy the trash cans?
 - Working from home comment on value of office space, the whole market is transforming as we speak
 - JC: we would be happy to discuss more as it is part of our 5 year plan, also we are having a fundraising event for this
- KM: comment on giving 2 tickets for new event

DIRECTOR REPORT

Business.District.update.from.Joel.Hermosillo?Director.of.Business.
Engagement

CITY.CENTER.FUTURE.GOALS.AND.TASKS

Board.discussion.to.identify.and.prioritize.a.future.strategic.goal.and-or.task.for.the.
City.Center.BID.and-or.its.Committees

- LK: Forming the committees was a great implementation and work on the goal setting process to continue these successes
- MH: Maybe create a touch base/check-in to get us on track
- CA: What about a slack channel
 - BF: Must follow the rule that communication must be formal
 - JH: Goal could be to have a 15-minute meeting per month, can't be more than 3 board members and have more non board members
- KM: Does everyone understand sales tax issue coming up on the ballot and how critical it is?
 - LK: Yes, but there's not much of a campaign on it
 - KM: getting the word out is important in Downtown
 - JC: those are those nuances that can be talking about in the committees
- BF: Question on holiday market happening again
 - JH: Would love to, the location did not prove to have a lot of foot traffic
 - BF: improvements, back in office employees, and getting the word out more could help at the plaza
- JPS: do one at the university club
- CA: do one on rooftop of expansive

BOARD MEMBER DISCUSSION & ANNOUNCEMENTS

- LK: announcement on events
- Gina: has renewed house of blues in Downtown
 - JPS: beautification will help with activity on C St, comment on activation of vacancies
 - JL: comment on C St perception of C st being a challenge especially with trolley line and coming in and coming out of Downtown
- KM: announces grand opening and events at the symphony and festival coming up
- Board & Staff: Thank and congratulate Nashla Duck on her role as the BID intern

Meeting Adjourned at 5:04



THE US GRANT HOTEL



September 23, 2024

It is time to renew our aligned focus on what is needed for Downtown to be successful. By way of this letter, we invite you to join the coalition advocating for immediate action to: reduce crime; improve public safety; and increase the cleanliness of Downtown.

We know the people who make our Downtown vibrant come from every single City of San Diego council district and beyond. Whether that's visitors to our arts and performance venues, restaurants, nightlife in the Gaslamp, or employees who commute to our urban neighborhoods for work and enjoy the walkable amenities, we all benefit from Downtown's successes and bear the risks of its ongoing and real challenges.

Great downtowns across the world serve a critical role in their local economies – both as workforce centers and as key tourism assets. This is no different in San Diego, where the hospitality and tourism industry, our city's second-largest economic sector, has a significant connection to Downtown. In fact, visitors make up a majority of foot traffic in Downtown urban neighborhoods. This volume of visitor traffic is also reflected in Downtown's support of citywide revenue sources

like the Transient Occupancy Tax, in which Downtown last year alone contributed more than \$1.7 million to fund significant parts of the City of San Diego's budget including police, fire, parks and libraries.

We know this is but one example of how the success of Downtown is imperative not only for the people who live, work, and recreate here every day, but for the continued progress and success of the entire region. It is the opinion of this coalition that resources, attention, and effort should reflect the importance of that citywide and regional role.

The Downtown San Diego Partnership authored a coalition letter in November 2022 with stakeholder partners around the City and County to address public safety challenges and quality of life challenges resulting from the crisis of homelessness in Downtown San Diego. The letter included eight specific priorities that were selected based on community feedback and focused on disincentivizing illegal activity, addressing some of the most abject suffering, and mitigating unsanitary conditions in Downtown.

However, this progress has not resolved the challenges to the experience in Downtown for residents, employees, and visitors. Therefore, we have solicited further feedback from property owners, residents, and businesses to align our collective voices around a new five-point safety plan.

The following five areas are focus points within the Downtown Safety Plan:

1. Implement Policy and Programs to Address Crime and the Unclean and Unpleasant Pedestrian Experience, Especially in the Dusk and Overnight Hours
2. Deploy Dedicated Resources to Address the Behavioral Health Episodes, Rampant Drug Use, and Drug Sales on Downtown Sidewalks
3. Implement Funding Resources to Address the Out-of-Control Behavioral Health Crisis
4. Ensure State Policy is Enforced and Adjudicated
5. Achieve a More Realized Clean and Safe Downtown Experience

Next steps will include sending this 5 point-plan to additional Downtown supporters and stakeholders to continue the momentum of cleaner and safer sidewalks. There will be scheduled coalition meetings with each audience to address and update the group on the concerns in this plan. (i.e. State, County, Mayor, Police Chief, City Attorney, etc.)

In the coming weeks we will be formalizing regular communications to coalition members and stakeholders to shine a light on progress or bring attention to sticking points. We will continue to update provide updates on a case-by-case basis, provide updates to stakeholder groups, and look forward to sharing more about the progress we are able to accomplish together to improve the pedestrian experience and public safety in Downtown.

DOWNTOWN FIVE POINT SAFETY PLAN

<p>Implement Policy and Programs to Address Crime and the Unclean and Unpleasant Pedestrian Experience, Especially in the Dusk and Overnight Hours</p>	<p>Increase the presence of Neighborhood Policing Division officers in the downtown area to enforce the Unsafe Camping Ordinance and encroachment laws.</p> <p>Examine "no-loitering" ordinances in other municipalities and discuss what a similar stance might look like in San Diego.</p> <p>Enact a 24/7 no-tent policy on streets and sidewalks.</p> <p>Revisit any legal settlements and the progressive enforcement model for repeat offenders and length of education needed for those violating the law.</p> <p>Increase police presence and posture by increasing day-time patrols and utilizing emerging technologies.</p> <p>Focus police overtime to address violence and improve calls-for-service response times.</p> <p>Increase the presence of Neighborhood Policing Division officers in the downtown area to enforce the Unsafe Camping Ordinance and encroachment laws.</p> <p><i>Advocacy Audience: Mayor, Council Offices, Police Chief, City Attorney, San Diego Police Department.</i></p>
<p>Deploy Dedicated Resources to Address the Behavioral Health Episodes, Rampant Drug Use, and Drug Sales on Downtown Sidewalks</p>	<p>Deploy a dedicated "CARE Team" in Downtown footprint (including MTS stops and Port Property) to address top 20% of frequent 911 system users and those most in need of services but may not qualify for "emergency" response or 5150 hold.</p> <p>Funding to operate the SDPD Fentanyl Task Force.</p> <p>Fully fund, and expand, the PERT Program. Add a dedicated Downtown homelessness response clinician.</p>

	<p>Assemble a joint law enforcement task force on crime reduction to deploy consistent and aggressive prevention and enforcement in Downtown.</p> <p>Ensure that all “book and release” individuals are connected to resources that include transportation from central booking Downtown to resources, last known location or residence. Ensure known criminals and repeat offenders remain in custody or jail.</p> <p><i>Advocacy Audience: County of San Diego, Sheriff, City of San Diego, Police Chief, Council Offices, City Attorney</i></p>
<p>Implement Legislation and Funding Resources to Address the Out-of-Control Behavioral Health Crisis</p>	<p>Fully fund, implement, and expand CARE Court</p> <p>Expedite and fully fund Senate Bill 43 conservatorship implementation</p> <p>Ensure that Proposition 1 funding is deployed to the most critical services in the areas most impacted by this crisis.</p> <p><i>Advocacy Audience: State of California, County of San Diego</i></p>
<p>Ensure State Policy is Implemented, Enforced and Adjudicated</p>	<p>Support Proposition 36 (amendments to Proposition 47) and ensure that if passed Proposition 36 is fully enacted in City of San Diego.</p> <p>Education, adoption, and implementation of the recently signed State of California retail theft bill package – (i.e. retail theft restraining orders).</p> <p>Ensure gateways to Downtown are clean and clear on State property (2nd Ave, 4th Ave, 10th Ave, and Imperial Ave.) pursuant to Executive Order from the Governor.</p> <p><i>Advocacy Audience: State of California & CalTrans, City of San Diego, City Attorney’s Office, District Attorney’s Office, Sheriff, and Police Chief</i></p>

<p>Achieve a More Realized Clean and Safe Downtown Experience</p>	<p>Add a dedicated code enforcement officer for Downtown to assist with citations of waste/wastebins storage and removal violations.</p> <p>Authorize Clean & Safe Ambassadors to assist with code citations for violations of waste storage, waste pick-up and removal.</p> <p>Remove the unpermitted outdoor dining street platforms that harbor trash, block stormwater, and pests.</p> <p>Support a hospitality ambassador program around high traffic events (i.e Civic & Balboa theaters, Petco Park, Symphony Music Hall).</p> <p>Fund and expedite creative sidewalks and park activations (i.e. Children’s Park, Civic Center, Arts District, C Street, East Village Green) to allow art, music and activations.</p> <p>Secure funding for street light replacements by working with construction sites, SDG&E and the City of San Diego.</p> <p>Replace 50% of all trash cans this fiscal year to be converted to DSDP Big Belly name brand that are covered and tamper proof.</p> <p>Cleaner looking sidewalks with enhanced power washing measures (i.e. machines), curb painting and landscaping.</p> <p>Measure and map out all baseline City services in the Downtown area.</p> <p><i>Advocacy Audience: Downtown San Diego Partnership Clean & Safe, Council Offices, City of San Diego</i></p>
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