

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 Miguel Gonzalez, MTS Security*

3:45 p.m. ACTION ITEMS

- **APPROVAL OF MEETING MINUTES**

Approval of November Meeting minutes

- **New Nominations for Committees**

Nominate new committee chairs and members for each committee:

- *Support & Advocacy - (Chair & Members)*
- *Branding & Marketing - (Members)*
- *Events & Programming Adhoc - (Members)*
- *Bylaws Review Adhoc Committee - (Chair & Members)*

4:00 p.m. FINANCE UPDATE | INFORMATION ITEM

Update from staff on current and future finances

4:10 p.m. DIRECTOR REPORT | INFORMATION ITEM

Business District update from Joel Hermsillo, Director of Business Engagement

4:25p.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 Business District Board Meeting Minutes

Date: November 20, 2024

Location: Downtown San Diego Partnership, 401 B Street, Suite 100

Call to Order & Roll Call

The meeting was called to order at 3:35 PM by Chair Brendan Farley

(BF). Board Members Present:

- Brendan Farley (BF)
- Jean Paul Schwarz (JPS)
- Markalan Hamilton (MH)
- Candice Ayers (CA)
- Marty Ochs (MO)
- Kayte Largman (KL)
- Gina Argerake (GA)

Other Attendees:

- Joel Hermosillo (JH),
 - Craig Hall (CH)
 - Ronaldo Santiago (RS)
 - Josh Coyne (JC)
 - Tsuyoshi Maruyama (TM)
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Public Comments

TM - A member of the BID introduced themselves and their new business, Sushi Maru, and invited board members to visit and looks forward to being more active.

Community Liaison Reports

Randy Reyes (RR), Mayor's Office: Provided updates via written submission regarding safe sleeping sites and streetlight improvements.

Action Items

1. Approval of October Meeting Minutes

- **Motion:** MH; **Second:** JPS.
- **Result:** Approved unanimously.

2. Approval & Appointment of Board Members

- **Ronaldo Santiago (Hospitality Seat):**
 - **Motion:** JPS; **Second:** MO.
 - **Result:** Approved unanimously.
- **Craig Hall (Entertainment Seat):**
 - **Motion:** MH; **Second:** JPS.
 - **Result:** Approved unanimously.

3. Removal of Board Member

- Mimi Darling set to be removed from the Office Seat due to consecutive absences.
- Mimi Darling, official resigned prior to board meeting. **No vote, required.**

Informational Items

1. Proposition 36 Implementation

- **(JC)** provided an overview of the proposition's impact on enforcement of theft and drug offenses.
- Discussed ongoing collaboration with city officials and legal experts to ensure effective application in the BID.
- BF comments on potential task for Advocacy & Support Committee

2. Director Report (JH):

- Highlighted updates on interactive kiosks, business outreach, and B Street lighting improvement project.
- Highlighted and expanded discussion with MO on State downtown visit.
- Announced upcoming initiatives, including the launch of City Center Society Program and holiday events.

3. City Center Society Program Launch:

- JH provides Overview of membership benefits and initial rollout plan, including a proposed launch event in January.
 - MO comments for program to be expanded on more, must be a diverse set of products
 - The group discuss other logistics of the program
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Board Member Announcements

- **JPS:** Comments on current parking meter changes in Downtown
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Adjournment

The meeting was adjourned at 4:40 by BF.

DRAFT