

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 January Meeting Minutes*

- **APPOINT NEW BOARD MEMBER**

*Max Spurlock, Spurlock Consulting, Owner. Office/Business Seat*

3:55 p.m.

## COMMITTEE UPDATES | INFORMATION ITEM

*Support & Advocacy - Markalan Hamilton  
Marketing & Branding - Gina Argerake  
Bylaw Adhoc Committee - Craig Hall  
Marketing & Events - Jean Paul Schwarz*

4:15 p.m.

## DIRECTOR REPORT | INFORMATION & DISCUSSION ITEM

*Business District update from Joel Hermosillo, Director of Business Engagement & Haley Sarokin, District Outreach Intern*

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 Business Improvement District Meeting Minutes

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### 1. Call to Order & Roll Call

- **Chair:** Brendan Farley (BF) called the meeting to order at 3:35 PM.
- **Board Members Present:**
  - Brendan Farley (BF)
  - Jimmy Parker (JP)
  - Craig Hall (CH)
  - Ronaldo Santiago (RS)
  - Katie Largman (KL)
  - Jean Paul Schwarz (JPS)
  - Markalan Hamilton (MH)
  - Gina Argerake (GH)
  - Candace Ayers (CA)
- **Other Attendees:**
  - Joel Hermosillo (JH)
  - Randy Reyes (RR)
  - Malik Thornton (MT)
  - Tsuyoshi Maruyama (TM)
  - Rio Sison (RS)

### 2. Public Comment

- No public comments were made.

### 3. Community Liaison Reports

#### RR (Mayor's Office, District 3 RAC):

- Recap of the **State of the City Address** on January 15th.
- Highlighted fiscal challenges for the city, including a **\$258 million deficit** to be balanced by summer.

- Updates on priorities:
  - **Housing development & homelessness solutions.**
  - **Road & infrastructure improvements.**
  - **Public safety investments.**
  - **Addressing behavioral health and homelessness coordination with the county and Caltrans.**

#### **MT (Councilmember Stephen Whitburn's Office):**

- Update on **AB 41-3 (Daylighting Bill)** – restricting parking 20 feet from crosswalks.
- Homelessness in downtown decreased by **40% year-over-year.**
- **We All Count** homeless census scheduled for **January 31st.**
- Safe sleeping site expansion to **760 beds.**
- Updates on Councilmember committee assignments.

#### **4. Action Items**

##### **4.1 Approval of Meeting Minutes (November 2024)**

- **Motion:** MH
- **Second:** JPS
- **Vote:** Approved unanimously (JP abstained due to absence).

##### **4.2 New Committee Nominations**

- **Support & Advocacy Committee:**
  - **Chair:** MH
  - **Members:** CA, additional non-board members from HP Investors.
- **Branding & Marketing Committee:**
  - **Chair:** GA
  - **Members:** CA, additional marketing professionals from House of Blues.
- **Events & Programming Ad Hoc Committee:**
  - **Chair:** JPS
  - **Members:** Downtown Partnership events team
- **Bylaws Review Ad Hoc Committee:**

- **Members:** JP, BF, CH
  - **Chair:** To be determined.
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## 5. Finance Update

- **Presented by Rio Sison (Downtown San Diego Partnership)**
    - **Revenue slightly under budget** due to delays in the parking district contract.
    - **Spending is also under budget**, but all funds expected to be utilized by year-end.
    - **Grants received:**
      - Civic Intern Grant
      - Mid-Alliance Community Special Event Funding
    - No major financial concerns for the fiscal year.
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## 6. Director's Report (Joel Hermosillo, Business Engagement Director)

- **Intern Onboarding:**
  - New intern **Haley Sorokin (UCSD, Political Science)** will support outreach efforts.
- **City Center Society Program Adjustments:**
  - Proposed new **\$150 quarterly membership fee.**
  - **Branded merchandise sales** (stickers, posters) to enhance program engagement.
- **Committee Meeting Schedule:**
  - **Support & Advocacy:** Feb 10, 9:30 AM
  - **Branding & Marketing:** Feb 10, 2:30 PM
  - **Bylaws Review:** Feb 12, 9:30 AM
  - **Events & Programming:** Feb 12, 2:30 PM
- **Project Updates:**
  - **B Street Sidewalk Upgrades:** Rubberized tree grates under review.
  - **E Street Enhancements:** Lighting, trash receptacles, and new planters.
  - **C Street Revitalization:** Seeking cost-effective rendering services.
- **Upcoming Events:**
  - **Valentine's Day Promo** (Social Media & Blog).

- **Dogs of Downtown Event** (May 10, WeWork Terrace) – Vendor & sponsorship opportunities available.
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## 7. Board Member Discussion & Announcements

- (MH) New Business Announcements:
    - New bookstore confirmed on 9th Street.
    - Corpus Yield at 90% commercial occupancy.
  - (GA)
    - House of Blues Converting into a pre-load venue with bar & food service.
    - San Diego Theaters: Wicked musical (four-week run, 80,000 attendees)—interested businesses encouraged to join dining program.
  - (TM)
    - Sushi Maru recognized as a Top New Restaurant by San Diego Magazine.
  - (JPS)
    - Commercial accomplishments in Cortez neighborhood
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## 8. Adjournment

- **Meeting adjourned at 4:52 PM by Chair Brendan Farley.**