

**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 agenda item or non-agenda item 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 February Meeting Minutes*

**• DIRECTION FOR BYLAW AD HOC COMMITTEE**

*Clarification and guidance are required regarding the distribution of board seats, specifically in terms of establishing internal guidelines versus making amendments to the bylaws.*

**3:55 p.m. Letter of Support for SANDAG Grant Application for C Street Revitalization | DISCUSSION & ACTION ITEM**

*The Board will consider approving a Letter of Support for San Diego's \$2 million SANDAG transportation grant application aimed at improving C Street.*

**4:05 p.m. COMMITTEE UPDATES | INFORMATION ITEM**

*Bylaw Adhoc Committee - Craig Hall  
Marketing & Branding - Gina Argerake*

**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

February 19, 2025

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## 1. Call to Order & Roll Call

### • Board Members Present

- Brendan Farley (BF)
- Jimmy Parker (JP)
- Craig Hall (CH)
- Ronaldo Santiago (RS)
- Kayte Largman (KL)
- Jean Paul Schwarz (JPS)
- Markalan Hamilton (MH)
- Gina Agerake (GH)
- Candice Ayers (CA)

### • Also Present:

- Joel Hermosillo (JH)
- Rodrigo Espinosa (RE)
- Vladimir (V)
- Haley Sarokin (HS)

## 2. Public Comment

- JPS introduced new tenant Vlad opening short side bakery on Broadway in May
- Rodrigo Espinosa introduction from PeaPod Studio

## 3. Community Liaison Report

- No in person comment
- Randy Reyes sent notice from mayor's office (to be reviewed after meeting)

## 4. Action Items

- Approval of Meeting Minutes (January 2025)
  - **Motion:** BF
  - **Second:** JP
  - **Vote:** Approved unanimously
- Nomination of new board member Max Spurlock, Spurlock Consulting (Absent)
  - **Motion:** JP
  - **Second:** BF
  - **Vote:** Approved unanimously

## 5. City Center Committee Updates

- **Support and Advocacy Committee:** MH
  - Comment on last week's meeting reviewing details of Office of Police Commission Practices (OCP)
  - Comment on infrastructure concerns around City Center BID lighting conditions (4<sup>th</sup>, Broadway, E-street)
- **Marketing and Branding Committee:** GA
  - GA gives update for City Center Society Program
    - MH makes comment on program fee, in favor for quarterly payment
    - JPS makes comment on program fee, in favor for pay as you go
    - Option to rethink quarterly payment proposed by GA and JH
    - JP tables conversation until next meeting
  - GA introduces potential podcast idea for City Center in collaboration with PeaPod Studios
- **Bylaw ADHOC Committee:** CH
  - CH highlights meeting from last week such as review of bylaws (any changes or updates necessary)
  - Update to bylaw associate membership

- Unrestricted funds to be used for other programs
  - Membership tiers and sponsorship opportunities
  - Potential creation for at large board membership
  - Encourages voted board memberships (continuation of nomination and voting process)
  - **Events and Programming Committee: JPS**
    - JPS highlights 1st ADHOC committee meeting of the new year
    - Upcoming events:
      - Dogs of Downtown, Saturday May 10 (booths, vendor fees, sponsorship opportunities)
      - Introduces sponsorship packet for Dogs of Downtown
      - City Center Championship Award (voting system and community input)
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## **6. District Report: JH**

- Upcoming projects:
  - Community Spotlight Social Media Campaign (highlighting individual instead of business)
- MH receives downtown champion small business of the year award
- Received revision notes from city for sidewalk program (hoping to advance in March or April)
- **HS Introduction and Report on Corner Planters**
  - MH comments on concerns about where planters would go with current obstructions
  - JPS proposes sponsorships for planters (businesses put their logo on planter)
  - GA introduces idea to look for planters in Mexico

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**7. Board Member Discussion or Announcements**

- No comment or announcement

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**8. Adjournment**

- Meeting adjourned at 4:31 PM by Chair Brendan Farley

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