

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

3:45 p.m. ACTION ITEMS

- **APPROVAL OF MEETING MINUTES**

Approval of March Meeting Minutes

- **APPROVAL OF NEW BOARD MEMBERS:**

Chris Holmes, Westgate Hotel, Director of AquaVie Fitness and Wellness Club

- **AMENDED BYLAWS APPROVAL**

Approval of the amended bylaws made by the Bylaw ad-hoc committee.

3:55 p.m. HOSPITALITY 25 - HOUR MINIMUM WAGE | INFORMATION ITEM

Presentation by Fred Tayco, San Diego County Lodging Association, Executive Director

4:05 p.m. DIRECTOR REPORT | INFORMATION & DISCUSSION ITEM

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

4:15 p.m. CLEAN & SAFE: SAFETY UPDATE | INFORMATION ITEM

Clean & Safe Safety update: DanielaGarcia, DSDP Clean & Safe, Director of Safety Services

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

March 19, 2025

1. Call to Order & Roll Call

- **Chair:** Brendan Farley (BF) called meeting to order at 3:30 PM
- **Board Members Present**
 - Brendan Farley (BF)
 - Craig Hall (CH)
 - Ronaldo Santiago (RS)
 - Kayte Largman (KL)
 - Jean Paul Schwarz (JPS)
 - Markalan Hamilton (MH)
 - Gina Agerake (GH)
 - Candice Ayers (CA)
 - Max Spurlock (MS)
- **Other Attendees:**
 - Joel Hermosillo (JH)
 - Clayton Fowler (CF)
 - Joey Lennon – IHT Factor(JL)
 - Alana Talley – Bespoke Salon (AT)
 - Luz Rameriez
 - Sean
 - Haley Sarokin (HS)

2. Public Comment

- Agenda
 - No Comment
- Non-Agenda
 - No Comment

3. Community Liaison Reports

Policy Update (CF)

- Walkabout at Kind Coffee: March 28th, 9:00–10:00 AM
- Over 4,000 Clean & Safe service ticket requests in February
- DSDP Monthly Count of Unhoused Individuals (February):
 - 984 individuals counted
 - 17% increase from January
 - 7% decrease from February last year

Report from Mayor Todd Gloria's Office

- Mayor Gloria is sponsoring a state bill to streamline encampment abatements on CalTrans property.
- Partnering with Senator Blakespear on SB 569, which promotes collaboration between CalTrans and local governments to clear encampments.
- The bill has been introduced and is moving through the legislative process.
- Discussion also included the proposed minimum wage increase for hospitality workers to \$25/hr. The board would like to hear more from Councilmember Whitburn's office.

4. Action Items

4.1 Approval of Meeting Minutes (February 2025)

- **Motion:** JPS
- **Second:** MA
- **Vote:** Unanimous (JP abstained due to absence)

4.2 Direction for Bylaw Ad Hoc Committee (JH) & (CH)

- Clarification on board seat distribution and bylaw amendments
- Discussion on whether to formalize seat distribution or continue using internal guidelines
 - BF recommends maintaining current internal guideline structure
 - CH is reviewing potential Ad Hoc board positions

- Two board seats remain vacant (Business & Hospitality)
 - JPS suggests recruiting a business owner from C Street
- Action to continue with internal distribution guidelines:
 - **Motion:** MH
 - **Second:** MS
 - **Vote:** Unanimous (JP abstained due to absence)

4.3 Letter of Support for SANDAG Grant Application: “Vibrant C” (C Street Revitalization)

- Grant focuses on enhancing the corridor with storefront improvements and local vendor opportunities
- \$2.2 million grant to be submitted by City Development Services Department (DSD) in collaboration with DSDP
- Action for approval on putting together letter of support
 - **Motion:** JPS
 - **Second:** GA
 - **Vote:** Unanimous (JP abstained due to absence)

5. City Center Committee Updates

- **Bylaw ADHOC Committee:** CH
 - Board seat composition: min. 3, max. 20 members recommended
 - Inclusion of “At-Large” board seats confirmed via vote
 - “Friend of City Center” Membership discussed:
 - Enables businesses outside the district to participate
 - Includes sponsorship opportunities and voting privileges
 - Modeled after similar programs in Gaslamp and La Jolla
- **Marketing and Branding Committee:** GA
 - City Center Society Program moved to tiered system based on employee count and sales

- Small businesses pay \$100 quarterly
 - Contributions also based on percentage of sales
 - Annual payment discounts available
 - Tiered dues: \$250, \$300, etc.
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6. District Report: JH

- E Street Lighting: Working with property owners to replicate lighting on both sides
- E Street Phase 2: Tree landscaping and half-circle bench installation planned
- B Street: Final submittal for Sidewalk Project expected in May/June
 - Includes tree grates, sidewalk leveling, and root removal
- Pole to Pole Lighting – Parking Districts
 - 1 Service Contract: \$17,600
 - Current Parking District budget: \$124,744 (without contract, could rise to \$142,344)
- Options discussed:
 - Maintain contract
 - Opt out next fiscal year and explore new lighting options + create new contract
- Discussion leaned toward canceling current contract and pursuing alternatives
- City Center Society Program Final Proposal
 - Emphasis on collective impact over individual ROI
 - Sponsor perks: Brand recognition, social media features, event visibility
 - Revenue Projections: Net revenue of \$13,062 (after material costs)
 - Potential promotional video production and community recognition
- **Engagement and Performance Insights – HS**
 - Email Marketing (Constant Contact)
 - Open rates consistently higher than industry average
 - Click-through rates also significantly above average

- Plan to continue using engaging subject lines
 - Instagram Key Insights
 - Highest engagement on Stories, followed by Reels, then Posts
 - Most views coming from non-followers (strong organic reach)
 - Recommendations:
 - Continue prioritizing Stories and Reels
 - Incorporate more interactive elements (polls, Q&A)
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7. Board Member Discussion or Announcements

- No Discussion or Announcements
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8. Adjournment

- Meeting adjourned at 4:40 PM by Chair Brendan Farley

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