

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 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 April Meeting Minutes

- **APPROVAL OF NEW BOARD MEMBERS:**

Joey Lenon, IHT Factor, Owner

Christie Kong, Stockdale Capital Partners, General Manager

- **NOMINATION OF BOARD CO-CHAIR**

3:55 p.m. COMMITTEE UPDATES | INFORMATION ITEM

Events & Programming Adhoc Committee Update

Support & Advocacy Committee Update

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. Commission on Police Practices | INFORMATION ITEM

Yasmeen Obeid, Office of the Commission on Police Practices

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

April 16, 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)
 - Gina Agerake (GH)
 - Candice Ayers (CA)
 - Max Spurlock (MS)
- **Other Attendees:**
 - Joel Hermosillo (JH)
 - Fred Tayco (FT)
 - Marshall Anderson (MA)
 - Dani Garcia (DG)
 - Luz Rameriez (LR)
 - Malik Thornton (MT)
 - Haley Sarokin (HS)

2. Public Comment

Agenda

- a. No Comment

Non-Agenda

- b. No Comment

3. Community Liaison Reports

- (LR) City Council Meeting regarding the BID Budget scheduled for May 12 or 13
- Mayor's report to be read following adjournment

4. Action Items

4.1 Approval of Meeting Minutes (March 2025)

- **Motion:** JPS
- **Second:** KL
- **Vote:** Unanimous (MH abstained due to absence)

4.2 Approval of New Board Member

- Chris Holmes (Westgate Hotel-Director of AquaVie Fitness and Wellness Club)
 - **Motion:** JPS
 - **Second:** RS
 - **Vote:** Unanimous (MH abstained due to absence)

4.3 City Center BID Bylaws: JH & CH

- Reviewed Associate Membership terms - residents, property owners, nonprofits, stakeholders
- (CH) Clarified that Associate Members may be granted the same rights and privileges as regular members, including voting rights and eligibility for board nomination, unless otherwise restricted by the bylaws
- (JPS) Identified the potential need to review board selection processes to ensure they align with these membership definitions and foster balanced representation.
- Summary: authorized # of directors will consist of no fewer than 5 and no more than 21 members unless amended. Associate BID members may have the same rights and privileges as regular members

- **Motion:** CA
- **Second:** JPS
- **Vote:** Unanimous (MH abstained due to absence)

4.4 Representative Malik Thornton on behalf of Councilmember Whitburn: MT

- Town Hall scheduled for May 8 at 6:30 PM at Casa Del Prado to discuss the department's approach to the upcoming city budget
- Due to budget limitations, requests for non-safety related transportation items (lights, signage, guardrails, metering) are currently suspended
- Measure C will take effect on May 1, increasing the Transient Occupancy Tax (TOT), projected to generate \$82 million annually

5. Hospitality 25 – Hour Minimum Wage SD County Lodging Association: FT

- Highlighted Industry Impacts
 - Minimum wage set at \$25/hour for hospitality workers.
 - Occupancy rates in San Diego remain strong compared to other markets.
 - Average Daily Rates (ADR) continue to rise, driven by inflation and increased labor costs.
 - Discussed how this wage increase may influence the competitive landscape-benefiting larger, well-capitalized hotel groups while squeezing independent operators.

6. District Report: JH and HS

6.1 City Center Website Updates / Dogs of Downtown: HS

- Ongoing updates to the City Center website
 - Changes to About Us section, Map, and Board of Directors page
- Planning for Dogs of Downtown event underway

- Highlighted key vendors and sponsors along with brief description of the run of show

6.2 City Center Highlights: JH

- Wells Fargo Plaza acquired by the Prebys Foundation.
- Small Business Success Summit announced
- The Local moving to East Village; space to be occupied by Modern Times Beer and Food; possible return of City Center Ale
- Upcoming Events:
 - *Advocacy & Support Meeting: May 1, 10:00–11:00 AM*
 - *Events Ad Hoc Committee: April 28, 10:00–10:30 AM*
 - *C&S City Center Walkabout: April 25, 9:00–10:00 AM*

7. Clean & Safe: Safety Update: DG

- Q1 Service Data shared for Clean & Safe app requests
- Top Service Areas: East Village, City Center, Gaslamp Quarter

5. Board Member Discussion or Announcements

- (GA) House of Blues celebrating 20th Anniversary with an open house event
- (CA) Gio & Gio Hair Salon will open on C Street, across from the Westgate Hotel.

6. Adjournment

- Meeting adjourned at 4:42 PM by Chair Brendan Farley