

3:30 p.m. CALL TO ORDER & ROLL CALL

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

- Approve November board meeting minutes
- Nominate & Approve new board member: *Bohan Lang, New School of Architecture & Design*

3:50 p.m. DISTRICT Update | INFORMATION & DISCUSSION ITEM

A Business District update from Joel Hermosillo, Director of Business Engagement & Haley Sarokin, Program & Activations Coordinator

4:00 p.m. Clean & Safe Update | INFORMATION ITEM

Update from Clean & Safe

4:15 p.m. DOGS OF DOWNTOWN | INFORMATION & DISCUSSION ITEM

Update on City Center next signature event

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

City Center Business Improvement District Meeting Minutes

November 19, 2025

1. Call to Order & Roll Call

Chair: Gina Agerake called meeting to order at 3:31 PM

Board Members Present

- Gina Agerake (GA)
- Steven Johnson (SJ)
- Craig Hall (CH)
- Monica Barrios (MB)
- Ronaldo Santiago (RS)
- Kayte Largman (KL)
- Jean Paul Schwarz (JPS)
- Max Spurlock (MS)
- Markalan Hamilton (MH)
- **Other Attendees**
 - Joel Hermosillo (JH)
 - Haley Sarokin (HS)
 - Veronica - MTS
 - Rio Sison (RS)
 - Matthew Hein (MH) - Hey Books Owner
 - Liv Post (LP)- Co Owner Gorilla Movers
 - Logan Braydis (LB) - Director of Community Engagement Councilmember
Stephen Whitburn

2. Public Comment

Agenda

- a. No comment

Non-Agenda

- b. Introductions were made for Matthew Hein (Hey Books) and Liv Post (Gorilla Movers) as new businesses in the district.
- c. Concerns were raised about the corner of C Street and 7th Avenue, specifically regarding assistance needed for Sammich House.
- d. JP addresses report about Bespoke Hair Salon storefront window being broken.

3. Community Liaison Reports

- Councilmember Whitburns Office - Logan Braydis (LB) Director of Community Engagement
 - Councilmember Whitburn presented an item at the Public Safety Committee regarding updates to the city's towing policy and regulations surrounding expired vehicle registration, with the goal of reducing pathways into homelessness.
 - An upcoming City Council vote concerns increased parking at Balboa Park. Whitburn does **not** support the increase, but does support expanding monthly, quarterly, and annual parking pass options for residents.
 - Between October 27 and November 14, a total of 114 streetlights in Downtown were repaired as part of ongoing efforts to improve safety.
 - JPS inquired about transparency regarding budget allocations.
 - JH confirmed that the Transportation Department is working on implementing labels to show where revenue is allocated.
- Veronica with MTS provided an update on recent walkabouts conducted with SDPD, addressing issues related to unruly behavior.
 - Reported efforts to increase public education and strengthen MTS visibility and presence.
- Randy Reyes is conducting outreach to businesses regarding license plate readers and is seeking positive feedback on how they support safety and operations.

4. Action Items

4.1 Approve October Board Minutes

- **Motion:** MS
- **Second:** ND
- **Vote:** Unanimous (JL abstained due to absence)

5. Information and Discussion Items - JH

5.1 BID Board Retreat

- Reviewed outcomes from the 2023 Board Retreat with the goal of aligning organizational goals and clarifying City Center’s evolving role.
- Noted growth in district programming, partnerships, and BID-led events.
- Emphasized the importance of leveraging each other as resources and strengthening connections between board members’ networks.
- The upcoming 2026 retreat will be scheduled for January; date and time to be confirmed.

5.2. Strategic Plan

- JH shared updates on the City Center Strategic Plan, highlighting that this represents the first full year of comprehensive activation.
 - The plan reinforces the BID’s vision and mission, including a commitment to cultivating a vibrant and dynamic workforce.
 - KL asked for clarification regarding assessment funding

6. Director Report – JH & HS

6.1 Events Update – HS

- Announced the launch of the Holiday Bazaar, an extension of Plaza Central in partnership with Civic Theatre.
 - Event will feature food vendors, retail booths, and live musical performances.
 - Scheduled for Friday, December 12, 4:00–7:30 PM.
- Provided early planning updates for Dogs of Downtown and City Center Champions 2026, noting the need for both sponsors and volunteers.
- Introduced the “Deck the Halls with City Center” storefront decoration competition to encourage business participation districtwide.

6.2 District Update – JH

- **B Street Sidewalk:** The city has suspended Policy 100-18 (Community Parking Districts). The Transportation Department will address the B Street and 7th Avenue location by February.
 - **C Street Grant:** December is the key date for approval, with implementation focused on hardscape improvements.
 - **Civic Bus Tour:** Collaborated with Civic Communities to facilitate a tour highlighting Downtown and San Ysidro.
 - **Oh! San Diego:** City Center will serve as a host location for this free architectural and urban-design weekend produced by the San Diego Architectural Foundation.
 - **Society & Associate Programs:**
 - House of Blues confirmed as the first Society member.
 - Zero Waste San Diego and Noir Sushi confirmed as Associate members.
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9. Board Member Discussion or Announcements

- JPS expressed appreciation for the progress on the sidewalk improvements at B Street and 7th Avenue.
 - JH reminded members that there will be no December board meeting; meetings will resume in January.
 - JPS shared insights on using ChatGPT for marketing strategies.
 - Nancy suggested engaging youth and organizations such as Digital Gym to support small businesses in digital skills.
 - JPS asked about the closure of Timmy's Pizza and noted its efforts to teach youth entrepreneurial skills.
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10. Adjournment

- Meeting adjourned at 4:21 PM by Chair Gina Agerake