

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

- Nominate & Elect New Board Chair
- Nominate & Elect Co-Chair (Dependent on Board Chair)

3:50 p.m. DSDP - Policy & Golden Hall Update | INFORMATION & DISCUSSION ITEM

Justine Murray, DSDP Vice President of Government Affairs

4:05 p.m. C Street Harmony Park Update | INFORMATION ITEM

Brian Schoenfisch, Deputy Director, City of San Diego Urban Innovation Division

4:15 p.m. Lifesize Monopoly | INFORMATION & DISCUSSION ITEM

Steven Johnson, Vice President, Business Development, Marketing & Communications, San Diego Theatres

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

January 21, 2026

1. Call to Order & Roll Call

Co-Chair: Markalan Hamilton called meeting to order at 3:31 PM

Board Members Present

- 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)
 - Randy Reyes (RR)
 - Veronica I - MTS (VI)
 - Matthew Hein (MH) - Hey Books Owner
 - Bohan Lang (BL) - New School of Architecture & Design
 - MJ Ko (MK) – Noir Sushi
 - David Rodgers (DR)
 - Jason Figurouea (JF) – House of Blues

2. Public Comment

Agenda

- a. No comment

Non-Agenda

- b. JH announced the departure of Chair Gina Argerake, who has stepped down from her role as Board Chair.
- c. Introductions were made for:
 - i. **Bohan Lang**, New School of Architecture & Design
 - ii. **MJ Ko**, Noir Sushi
 - iii. **Jason Figuroea**, House of Blues (Talent Booker)

3. Community Liaison Reports

3.1 Mayor's Office Update – Randy Reyes

Randy Reyes provided a summary of the Mayor's State of the City Address, including the following key points:

- Budget & Fiscal Updates
 - City employees are being moved into City-owned facilities.
 - Leadership has been restructured.
 - Approximately \$35 million in external contracts were reduced.
 - The City will continue to face a deficit this year, though smaller than prior years; additional budget cuts are expected.
- Development & Infrastructure
 - The 101 Ash Street project is moving forward for affordable housing.
 - The City is entering negotiations with San Diego City College regarding redevelopment of Golden Hall.
 - Over 2,000 miles of roads have been repaired.
 - Infrastructure improvements remain a priority, including sidewalks and potholes.
 - Repairs to the B Street sidewalk are scheduled to begin in the coming days.
- Public Safety
 - San Diego remains one of the safest counties in the state.
- Board Discussion:
 - MH asked how parking meter revenues are impacting budget figures.
 - DR asked whether all Parking District funds have been spent. Randy Reyes confirmed that approximately \$3 million remains unallocated.
 - JP inquired about future cuts and reductions. Randy Reyes stated that fee increases are being avoided, requiring cuts in other areas.

- JP also asked about parking funding in Balboa Park. Randy Reyes explained that Balboa Park parking is funded through general parking revenues and must remain allocated to that area; the mayor intends to move forward without reversing this policy

3.2 MTS Update – VI

- MTS has deployed three homeless outreach teams patrolling the Metro area.
- Bus teams will increase walk-throughs and outreach efforts in Downtown beginning in the new year.

4. Action Items

4.1 Approve November Board Minutes

- **Motion:** KL
- **Second:** JP
- **Vote:** Unanimous (GA, JL, ND abstained due to absence)

4.2 Nominate and Approve New Board Member – Bohan Lang

- **Motion:** KL
- **Second:** JP
- **Vote:** Unanimous (GA, JL, ND abstained due to absence)

5. Information and Discussion Items

5.1 District Update – JH

- Plaza Central Activations
 - Holiday Event and Java Jive were highlighted.
 - Current lunchtime activation format will continue through April, transitioning to a larger, monthly signature event thereafter.
- Upcoming Events
 - French Cultural Activation – February 18
 - OH! San Diego – March 6
- In Development
 - City Center Farmers Market
 - Java Jive coffee networking event

- Board Retreat
 - Scheduled for February 27, from 9:30 AM – 1:30 PM.
- B Street Sidewalk Project
 - The Transportation Department plans to begin construction on January 31.
 - Impacted businesses will receive direct notification
- Visual Content Agency Program
- Introduction of a preferred vendor program for City Center small businesses offering:
 - Short-form social media videos
 - Brand videos
 - Grand opening packages
 - Monthly content creation
 - Social media management
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5.2. Clean and Safe Update

- Ernesto reported:
 - Over 2,000 users submitted safety and maintenance requests.
 - 94% of requests were resolved by Clean & Safe Ambassadors; remaining issues were resolved by partner agencies.
 - More than 7,000 safety app requests have been logged.
- **Quality of Life Initiative**
 - Focus on C Street, including increased power-washing of sidewalks.
 - Plans for a deep-cleaning effort similar to the Gaslamp Quarter initiative.
- **Public Safety Coordination**
 - Dani is coordinating closely with SDPD and Neighborhood Policing.
 - Officers are conducting proactive and spontaneous sidewalk patrols, both in and out of uniform.
 - Steven Johnson asked about year-over-year and month-to-month trend data. Ernesto stated that the information can be provided and may be available on the program dashboard.

5.3 Dogs of Downtown – HS

- Upcoming City Center event scheduled for May 16, 10:00 AM – 2:00 PM, at the WeWork Terrace.
 - Sponsorship tiers were reviewed
 - Board members were encouraged to sponsor and/or connect staff with potential partners
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9. Board Member Discussion or Announcements

- MH announced that street lighting near his business location has been restored
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10. Adjournment

- Meeting adjourned at 4:26 PM by Co-Chair Markalan Hamilton

DRAFT