

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 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

- Approve minutes
- Nominate & Approve new board chair
- Vote on admission structure for Dogs of Downtown

3:50 p.m. RETREAT UPDATE | INFORMATION & DISCUSSION ITEM

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

4:00 p.m. STOREFRONT PROGRAM | DISCUSSION ITEM

Discussion on a potential new program

4:15 p.m. DISTRICT UPDATE | INFORMATION & DISCUSSION ITEM

Updates on City Center

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

February 18, 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)
- Monica Barrios (MB)
- Ronaldo Santiago (RS)
- Kayte Largman (KL)
- Jean Paul Schwarz (JPS)
- Max Spurlock (MS)
- Markalan Hamilton (MH)
- Bohan Lang (BL)
- **Other Attendees**
 - Joel Hermosillo (JH)
 - Haley Sarokin (HS)
 - Justine Murray (JM)
 - Randy Reyes (RR)
 - Brian Schoenfisch (BS)
 - Veronica I - MTS (VI)
 - Luz Ramirez (LR)
 - Christina Gaffney (CG)
 - David Rodgers (DR)

2. Public Comment

Agenda

- a. No comment

Non-Agenda

- b. No comment

3. Community Liaison Reports

3.1 City Council Office Update – LR

- Shared upcoming City Council meeting dates and encouraged board members and stakeholders to attend and voice opinions regarding district funding.
- Noted two current vacancies on the Small Business Advisory Board. Application information is available online and can be shared upon request.

3.2 Mayor’s Office Update – CG

- Paid parking in Balboa Park began in January. Councilmember Whitburn has requested a full appeal.
- On February 19 at 1:00 PM, an informational item will be presented regarding crosswalk criteria in uncontrolled locations (Council Policy 200-07), with a call for public feedback on potential updates.
- Community Parking District (CPD) revenue updates:
 - 490 streetlights repaired
 - 381 potholes repaired
 - B Street sidewalk improvements expected to be completed by February 21
- The City’s Recreational Needs Assessment is underway, including surveys, workshops, and public meetings. The survey is open through February 28 at sandiego.gov/parksurvey.

3.3 MTS Update – VI

- Provided introduction and shared the MTS dispatch contact number for community reference.

4. Action Items

4.1 Table Approval of January Board Minutes

- **Motion:** JP

- **Second:** KL
- **Vote:** Unanimous (CH, JL abstained due to absence)

5. Information and Discussion Items

5.1 DSDP Policy & Golden Hall Update – JM

- Overview of the “America’s Outdoor Downtown” vision for San Diego.
- The Planning and Public Policy Committee has transitioned to a hybrid meeting format. In January, Councilmember Whitburn addressed the committee.
- Special Event Parking Program update:
 - Proposed changes include reducing the program area to five blocks and adjusting the time limit from six hours to five hours.
 - Projected revenue increases from approximately \$550,000 to \$2 million annually.
 - DSDP and partners are advocating for implementation before March 26 (Opening Day).
- Public Safety: Proposition 36 and support of the Mayor’s December policy update regarding surveillance measures.
- Ongoing policy and advocacy priorities include:
 - San Diego LDC updates
 - Rental pricing and fee structures
 - CEQA-related ballot measure discussions
 - Second home and short-term rental fees
 - FY27 City budget
 - Life-Size Monopoly event (support for 250th anniversary activation)
 - Olympics announcement at Snapdragon Stadium
 - Cox/Charter merger
- Board Discussion:
 - Jean Paul Schwarz inquired about the Commercial Vacancy Tax and the Cox/Charter merger; clarification was provided.
 - Civic Center Revitalization:
 - Activation of park space through arts and culture programming
 - Hotel development considerations
 - Partnership discussions with the Community College District, the City, and the Prebys Foundation

- Proposed demolition of Golden Hall to make way for an arts and culture museum space

5.2. C Street Harmony Park Update – BS

- Provided background on the proposed park, located at approximately 24,000 square feet.
- Shared results from community outreach and survey responses.
- Park concept includes musical equipment elements, branded as “Harmony Park.”
- Official name identified as North Central Square Park within the Downtown Community Plan.
- Anticipated opening: Late summer or early fall 2026.
 - Board Discussion:
 - David Rodgers commented on similarities to Fault Line Park and inquired about strategies to address homelessness concerns and construction timeline.
 - Staff indicated the park is expected to be completed before East Village Green, though certain elements were adjusted, resulting in a slight timeline extension.
 - Jean Paul Schwarz requested confirmation that fencing will be installed around the children’s play area.

5.3 Lifesize Monopoly – SJ

- Overview of event concept: Four interactive game boards featuring San Diego locations, with teams competing against one another.
- Agreement allows for a 200-mile activation radius outside of San Diego.
- Top Hat Restaurant & Bar will feature themed cocktails and food to enhance the experience.
 - Board Discussion:
 - Jean Paul Schwarz inquired whether the event is indoors and about food vendor partnerships.
 - Ronaldo Santiago asked about ticket pricing per person.
 - ND asked about the traveling component of the activation.
 - Markalan Hamilton requested clarification on the event layout.
 - Joel Hermosillo asked about hours of operation.

- Joel Hermosillo also discussed how the event supports Civic Center Plaza activation goals.
 - Direction:
 - Board discussed drafting a letter of support. Staff will return with a formal action item at the next meeting.
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9. Board Member Discussion or Announcements

- Joel Hermosillo reminded the board of the Board Retreat on Friday, February 27 at WeWork.
 - Jean Paul Schwarz requested updates on Horton Plaza and the proposed Farmers Market at 225 Broadway Circle.
 - Steven Johnson offered to draft a letter of support for the Farmers Market on behalf of the Civic Theatre.
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10. Adjournment

- Meeting adjourned at 4:28 PM by Co-Chair Markalan Hamilton

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

Board Members Present

- Steven Johnson (SJ)
- Craig Hall (CH)
- Monica Barrios (MB)
- Ronaldo Santiago (RS)
- Kayte Largman (KL)
- Jean Paul Schwarz (JPS)
- 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