

**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

**3:55 p.m. FINANCE UPDATE | DISCUSSION ITEM**

*A Business District finance Update from DSDP Finance Department representative*

**4:05 p.m. CITY CENTER - RETREAT STRATEGIC GOALS | DISCUSSION/ACTION ITEM**

*Discussion on a potential new strategic goals for the City Center BID set by board Retreat*

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

*Updates on City Center Business Improvement District*

**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

March 18, 2026

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## 1. Call to Order & Roll Call

Joel Hermosillo called meeting to order at 3:33 PM

### Board Members Present

- Monica Barrios (MB)
- Kayte Largman (KL)
- Jean Paul Schwarz (JPS)
- Max Spurlock (MS)
- Nunzia Daniele (ND)
- Craig Hall (CH)
- **Other Attendees**
  - Joel Hermosillo (JH)
  - Haley Sarokin (HS)
  - Veronica I - MTS (VI)
  - Luz Ramirez (LR)
  - David Rodgers (DR)

## 2. Public Comment

Agenda

- a. No comment

Non-Agenda

- b. JP comments on current factors facing City

## 3. Community Liaison Reports

3.1 City Council Office Update – LR

- The FY27 BID budget process is moving forward.

- The first City Council meeting on this matter is scheduled for April 6.
  - Board members are encouraged to participate.

### 3.2 Mayor's Office Update

- A handout was provided for board members to review independently.

### 3.3 MTS Update – VI

- MTS met with Dani Garcia from Clean & Safe. A new initiative was discussed in which Clean & Safe team members will assist with monitoring and conducting bus stop checks, primarily along Broadway.

## 4. Action Items

### 4.1 Nominate & Elect New Board Chair

- Nomination for Kayte Largman as new board chair
- **Motion:** JP
- **Second:** ND
- **Vote:** Unanimous (JL, BL, SJ, RS, MH abstained due to absence)

### 4.2 Approve February Meeting Minutes

- **Motion:** MS
- **Second:** CH
- **Vote:** Unanimous (JL, BL, SJ, RS, MH abstained due to absence)

### 4.2 Approve January Meeting Minutes

- **Motion:** CH
- **Second:** JP
- **Vote:** Unanimous (JL, BL, SJ, RS, MH abstained due to absence)

### 4.3 Dogs of Downtown Ticket Pricing – JH

- JH reviewed event details, including guest experience and projected costs.
- Estimated event cost is \$9,000; \$1,000 has been secured, leaving an \$8,000 gap.
  - Sponsorship opportunities were discussed, including partnerships with local breweries and restaurants.

- A potential sponsor near the Little Italy dog park was identified.
- ND предложил sponsoring food through Al Teatro and incorporating it into ticket pricing.
- KL suggested a tiered ticketing system with priority access (e.g., wristbands) and potential upsell opportunities at the door.
- Additional marketing strategies included social media promotion, tagging participating businesses, and outreach through nearby hotels and banks.
- Alternative pricing models were discussed, including a free event with paid food and beverage options.
- The board agreed to revisit ticket pricing following further sponsorship outreach.
  - **Motion:** JP
  - **Second:** CH
  - **Vote:** Unanimous (JL, BL, SJ, RS, MH abstained due to absence)

## 5. Information and Discussion Items

### 5.1 Retreat Update – JH

- The retreat focused on aligning the board around a shared vision and direction.
- Activities included icebreakers and strategic discussions.
- There was a strong interest in enhancing district visibility and communications.
- Board members are encouraged to come prepared to provide direction on proposed action items and to confirm how progress will be tracked.

### 5.2 Storefront Program- JH

- A proposed grant/investment program aimed at improving the C Street corridor experience was introduced.

### 5.3 District Update – HS

- Civic Communities Intern Presentation
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## **9. Board Member Discussion or Announcements**

- No comment
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## **10. Adjournment**

- Meeting adjourned at 4:33 PM by Kayte Largman

DRAFT