

**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 Meeting minutes

**3:50 p.m. CLEAN & SAFE | INFORMATION ITEM**

*A update from Alonso Vivas, Senior Vice President & Executive Director of Clean & Safe*

**4:00 p.m. ART + DESIGN DISTRICT | DISCUSSION/ACTION ITEM**

*Update from Jonathon Glus Prebys Foundation Senior Fellow for Art & Design in Residence/Executive Director, Art +Design District*

**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

April 15, 2026

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## 1. Call to Order & Roll Call

### Board Members Present

- Ronaldo Santiago (RS)
- Steven Johnson (SJ)
- Monica Barrios (MB)
- Max Spurlock (MS)
- Nunzia Daniele (ND)
- Joey Lennon (JL)
- Markalan Hamilton (MH)

### Other attendees:

- Joel Hermosillo (JH)
- Dennis Yu (DY)
- Ron Donoho
- Brisa Karow
- Sam
- Eddie
- Carley Ealy

## 2. Public Comment

### Agenda

- The Board elected Katie at the previous meeting. Katie has since left for a promotion, and her replacement will attend future Board meetings.
- Dogs of Downtown will still take place.

### Non-Agenda

- Eddie and Sam are opening a restaurant and Italian coffee shop in the next couple of months.

## 3. Community Liaison Reports

### 3.1 City Council Office Update

- The BID and other organizations that attended a Council docket received a shoutout.
- The second Council meeting will be held on May 11.

### **3.2 Council District 3 Update – Logan**

- Community Parking District revenue since October 27 has funded City restoration of 781 streetlights, 581 pothole repairs, and renewed street striping.
- The Mayor released the draft FY27 budget and is still taking public input.
- Public engagement opportunities include a May 12, 6:00 PM town hall at Council Chambers.
- Flyers with a QR code were distributed linking to a survey about crosswalks and stop signs that make it easier for pedestrians and drivers to move around downtown.
- Logan will look into the Taco Stand sidewalk repair status, confirm the actual cost, and make note of Joel's report of the basement to report back to Council.

### **3.3 MTS Update**

- An MTS officer distributed a contact card to address issues at MTS stations.

## **4. Action Items**

### **4.1 Approve Minutes**

- Minutes were approved.

### **4.2 Nominate Ronaldo**

- Ronaldo was nominated.
- Vote: Unanimous.

## **5. Finance Update**

- Rio provided an update to the Board.
- Each Board member received a Budget vs. Actual report.

## **6. Information and Discussion Items**

### **6.1 Retreat**

- The Board is moving into the next phase of the BID now that a new Board structure has been built and new energy is driving change.
- Strategic direction will lead with arts, creativity, and design to advance City Center's identity for the Arts and Culture District.
- A new scorecard framework will provide a new set of quarterly measures to track progress.

- A new idea includes back-channel marketing to keep every City Center business informed, connected, and prepared to participate month after month.
- Small, frequent, repeatable events that build momentum, generate content, and show the district is active were discussed, including Speed Networking, residential mixers, and the Java Jive pilot.
- A reward program for Board members was discussed to encourage participation through cash sponsorships, hosting events, and volunteering.
- Vote: Unanimous.

## **6.2 District Update**

- Staff are gathering informal interest with Board members for a banner placement opportunity for two-month placements between May and June.
  - The Board asked whether placements can be longer than two months, potentially extending after Comic-Con.
  - Dogs of Downtown has a remaining sponsorship gap. Potential cuts could include DJ, AV, marquee lettering, and caricature artists.
  - Plaza Central was removed Wednesday, food vendors were removed, and the program will run through September.
  - Special themed events will include French Market for the Sister City Celebration, Spring Bloom with Civic Theatre, Comic-Con, Pride, FIFA, and Fringe.
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## **9. Board Member Discussion or Announcements**

- Staff raised parking concerns during Padres games and asked whether a parking membership is available.
  - A proposal will be developed to change parking pricing to \$5 within a five-block radius for five hours.
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## **10. Adjournment**

- Meeting adjourned at 4:28 PM.