

3:00 p.m. CALL TO ORDER & ROLL CALL

3:05 p.m. PUBLIC COMMENT

An opportunity for members of the public to comment on any agenda item or non-agenda item within the subject matter jurisdiction of the City Center Business District Board. Members of the public may have up to 2 minutes.

3:15 p.m. COMMUNITY LIAISON REPORTS

3:25 p.m. ACTION ITEMS

- Approve Meeting minutes

3:30 p.m. ART + DESIGN DISTRICT - CALL FOR ART: RFP | INFORMATION

Update from Daniela DeLeon, Project Manager

3:45 p.m. DISTRICT UPDATE | INFORMATION & DISCUSSION ITEM

Updates on City Center Business Improvement District, Joel Hemrosillo, Director of Business Engagement + Strategy

3:55 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.

4:00 p.m. ADJOURN

IN PERSON: Downtown San Diego Partnership
401 B Street, Suite 100

City Center Business Improvement District

Meeting Minutes

September 16, 2026

1. Call to Order & Roll Call

Meeting called to order at **3:00 PM**.

Board Members Present

- All Board members except those listed below.
- Joey Lenon (JL) arrived at 3:02 PM.
- Jean Paul Schwarz (JPS) arrived at 3:03 PM.
- Max Spurlock (MS) departed at 3:28 PM.

Board Members Absent

- Monica Barrias (MB)
- Nancy D. (ND)
- Steven Johnson (SJ)

2. Public Comment

No Public Comment

3. Community Liaison Reports

- Updates from Veronica MTS

4. Action Items

4.1 Approval of Meeting Minutes

- Motion: Markalan Hamilton (MH)
- Second: Max Spurlock (MS)
- Vote: Unanimous

4.2 Monica Barrias — Board Seat Renewal

- JH presented the renewal of Monica Barrias's Board seat for an additional two-year term.
- Motion: MH
- Second: Craig Hall (CH)
- Vote: Unanimous

4.3 Board Nomination and Approval

- The scheduled individual was unable to attend.
- Item deferred to the next Board meeting.

4.4 Board Meeting Cadence

- JH presented survey results regarding Board meeting frequency and preferred meeting times.
- Members discussed the proposed bimonthly schedule and the importance of regular Board engagement.
- Motion: Jean Paul Schwarz (JPS) — to continue monthly meetings on Wednesdays at 3:00 PM.
- Second: MH
- Vote: Unanimous
- Monthly meetings will continue, with August and December remaining dark months.

5. Information and Discussion Items

5.1 Art + Design District Update – JH

- JH introduced the Art + Design District team and provided updates on project planning and implementation.
- The district branding RFP was narrowed to four finalist firms.
- A district-wide lighting assessment was completed, with B Street identified as a priority.
- Staff discussed an upcoming artist RFP for murals, storefront activations, public art, and lighting installations.
- JH outlined plans for the Broadway, B Street, California, and C Street corridors.
- The proposed C Street Makers program will include streetscape improvements, outdoor seating, planters, and design guidelines.
- Staff reviewed the 2026–2027 implementation timeline, including cultural programming, creative workspaces, business attraction, and potential façade improvement grants.
- Board members discussed governance, funding, business representation, decision-making authority, public safety, and opportunities for community programming.

5.2 District Update – JH

- JH reported that the Plaza Central activation program concluded in August 2026.
 - Activities included lunchtime activations, cultural markets, and community events.
 - Approximately 13,400 plaza-area visits were reported, with an average visit duration of 72 minutes.
- JH provided updates on San Diego Design Week, September 15–20, including programming hosted at 401 B Street.
- JH reported the acquisition of the California Theatre property and commencement of demolition preparations.
- Staff presented proposed B Street lighting concepts, including overhead decorative lighting and building façade illumination.
- Members discussed opportunities for property owner participation, streetscape improvements, and enhanced cleaning and safety.

5.3 Board Representation and Personal Advocacy – JH

- JH reviewed Board bylaws concerning individual director representation and public advocacy.
- Members were reminded that official BID positions require Board authorization.
- Directors may express personal opinions but should distinguish individual advocacy from official BID positions.
- Discussion included Brown Act compliance and continued Board participation in Art + Design District initiatives.

6. Board Member Discussion & Announcements

- A Board member announced an upcoming Brewers Guild event.
- Members discussed community programming, business partnerships, and potential fundraising opportunities.
- Discussion included opportunities to support enhanced district cleaning and public safety.
- JH indicated that additional information regarding fundraising opportunities could be provided at a future meeting.

7. Adjournment

Meeting adjourned at **4:07 PM**.