Board Meeting
11.18.2026
Agenda

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

**3:02 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.***

**3:07 p.m.** **COMMUNITY LIAISON REPORTS**

**3:12 p.m.** **ACTION ITEMS**

- **Approve Meeting minutes**

**3:15 p.m.** **DISTRICT UPDATE | INFORMATION & DISCUSSION ITEM**

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

**3:25 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.*

**3:30 p.m.** **ART + DESIGN DISTRICT - BRANDING UPDATE | INFORMATION**

*PRESENTED BY CAROUSEL*

**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

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## 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**.

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