



Old Town San Diego Chamber of Commerce

P.O. Box 82686 San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

Agenda Board of Directors Meeting

Wednesday, March 19, 2014

8:30 AM @ Mormon Battalion Historic Site
(Corner of Harney and Juan Streets)

1. Call to Order & Introductions

2. Non-Agenda Public Comment

Public comment may be made on any subject in the Board's area of responsibility. Time allotted to each speaker shall be determined by the President; however, comments are limited to no more than three (3) minutes total per subject regardless of the number of those wishing to speak. (Comments relating to items on today's agenda are to be taken at the time the item is heard.) Please direct requests to speak to the President prior to the start of the meeting. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken by the Board on any issue brought forth under "Non-Agenda Public Comment."

3. Administrative Items

- a. Request for Agenda Revisions (continuances, change in order, etc.)
- b. Conflict of Interest Declarations on Agenda Items

4. Announcements and Community Reports/Updates – 3 Minutes

- a. Caltrans Building and Lot Update – OTSD SHP
- b. Historic Old Town Golf Classic – March 17, 2014 – Ryan Aguinaldo

5. Approval of Minutes

- a. General Meeting – February 26, 2014 *Action Item*

6. Partnership Agreement

- San Diego Unified School District Partnership in Education Program *Action Item*

7. Committee Reports

a. Organization Committee

- 1) Accept the Financial Reports
 - a) Accept the Financial Reports – January 2014 *Action Item*
- 2) FY 13 Audit Report
- 3) Old Town Saturday Market Update
- 4) 2014 BID Business of the Year Nomination *Action Item*



Old Town San Diego Chamber of Commerce/BID Board of Directors Meeting

Minutes of the Board of February 26, 2014

8:30 AM @ Mormon Battalion Historic Site

Directors Present:

Michael Howland – Michael Howland CPA
Christine Smith – Café Coyote
Fred Grand - Hacienda Hotel
Bruce Johnson – Alamo Mexican Cafe
Diane Lowery – Lowery’s Hot Glass
Dave McGuire - Bailey & McGuire
Diane Powers - Bazaar Del Mundo
Chuck Ross - Fiesta de Reyes
David Thornton - OT Trolley Tours
Patty Ducey-Brooks - Presidio Comm.

Guests:

Marie Pedrin-Gizoni – OT Chamber VC
JD McQuade – Pollakou Financial/Mass Mutual
Elder Rasmussen– MBHS
Bob Barrios – VMG OT Guide
Chris Celentino – Old Town Academy
Fred Schwartz -
Lavonne Peyrot – Artist and Resident of OT
Kim McLaughlin – Haunted SD Ghost Tours
Ryan Aguinaldo – Hacienda Hotel
Adrian Granda – City of SD District 3
Elder Barnes - MBHS

Directors Excused:

Jeanne Ferrell - Cold Stone Creamery
Alan Coons- SOHO

Staff:

Richard Stegner - Executive Director
R. Elisha McLemore – Executive Assistant

Fred Grand, President, called the meeting to order at 8:42 a.m.

Introductions of members and visitors were made.

Non-Agenda Public Comment – **Grand**, asked those present if anyone wished to make a public comment. There was no public comment.

Administrative Items

- a. January 2014 Financials and Adjustments to Chamber FY14 Budget will be deferred until next meeting.
- b. Fred Grand reiterated conflict of interest and will refrain from parking lot discussion.

Announcements and Community Reports/Updates

- a. Richard Stegner presented the update on the Caltrans Building and Lot. There will be a meeting with next month with Richard Dennison. This will be put on the agenda of next month’s chamber meeting.

- b. Ryan Aguinaldo presented an update on the Historic Golf Classic. March 17, 2014 Ryan reminded everyone that that the Golf Classic will be in 18 days and will fall on St. Patrick's Day. So far \$35,000 has been raised and there is room for more. Ryan requested from the board to pass on a list of potential sponsors and either he or his committee will contact them. On the day of the event, registration will be at 10am and the dinner will be at 5pm. The cost to attend the dinner only is \$40. Ryan also volunteered brochures and posters for the local businesses to display. Ryan went on to ask staff about the email blast concerning the golf classic. Staff replied it will be done either today or tomorrow,

Approval of Minutes

Minutes were presented for the regular chamber meeting conducted on January 15, 2014.

MOTION: to approve the minutes of January 15, 2014.

M/S/A: Chuck Ross/Diane Lowery (#02-26-14-1) - Motion Passed 8-0-2 A (Michael Howland, Patty Ducey-Brooks)

COMMITTEE REPORTS

Organization Committee

Item 6A 1 a-b Receive Financials

Michael Howland, Treasurer, presented the financials for the month of November 2013

MOTION: to approve the financials for the month of November 2013.

M/S/U: Chuck Ross / Patty Ducey-Brooks (#02-26-14-2) - Motion Passed 10-0-0

Item 6A 1 a-b Receive Financials

Michael Howland, Treasurer, presented the financials for the month of December 2013

MOTION: to approve the financials for the month of December 2013.

M/S/U: Christine Smith / Patty Ducey-Brooks (#02-26-14-3) - Motion Passed 10-0-0

Audit Update

Audit is completed. The auditor presented the usual standards dos and don'ts. The auditor's recommendation is to combine the special events and chamber accounts but it has been determined that it's easier to maintain separate accounts at this time.

Old Town Saturday Market

Update provided by Richard Stegner.

The Saturday Market is holding its own and is on track. The weekly average is approximately \$800.

Dave McGuire arrives 8:58a.m.

2014 BID Business of the Year Nomination

Fred Grand requested from staff a list of previous winners to be sent to board members to help finalize a nomination for 2014.

Membership Application

JD McQuade - Pouakov Financial Group/Mass Mutual

MOTION: to approve the membership application of JD McQuade

M/S/U: Michael Howland / Diane Lowery (#02-26-14-4) – Motion Passed 10-0-0

Special Event Evaluation

The Old Town Fiesta of Arts and Crafts was evaluated after a brief presentation of the events proposed changes from Patty Ducey-Brooks. The board informally voted in favor of continuing the car show 8-2. The Art Festival evaluation was tabled.

Design Committee

Diane Powers indicated that the committee is planning to have a meeting next month.

Economic Restructuring Committee

City Parking Lot update provided by Richard Stegner.

At the next parking district meeting on March 11, a draft agreement with the city and two quotes for the parking lot maintenance will be presented. The city is uncomfortable with a fee being charged for parking as OT is a parking district. Any funds that are received may have to be split with the city; however if expenses are high. There is a possibility may let us keep all of it.

Promotions Committee

Promotions update presented by Bob Barrios.

There is interest in advertising in Phoenix Magazine. We are also under the gun for the Spring/Summer edition of San Diego Tourism Authority. The deadline is on February 28, 2014.

50% of the cost will be shared with OT Chamber. There was also a presentation by Abel Silvas concerning the promotion ideas presented by Steve Affleck at the January 15th chamber meeting. Mr. Silvas was requested to bring back more information concerning this.

Upcoming Events Update

County Fair:

This year's theme will be "The Fab Fair" and will run from June 7 until July 6. The focus of the fair will be on the 50th anniversary of the British music invasion will pay tribute to the music, fashion, and societal influences from the 60's era and the resulting changes of time. Exhibiting hours are from 11am to 5pm on weekdays and 10am to 5pm on weekends.

Visitor Center report:

Visitors center update Marie Pedrin-Gizoni.

Visitor's center is now open 6 days a week due to securing a couple more volunteers. Marie also went on to say that she has mailed flyers requesting volunteers to a dozen senior apartment complexes in the area. We're beginning to receive responses to these mailings.. There is a big need for. Visitor numbers are up for this time of the year. Usually only a few visitors, this year

Community Updates

City Council Report:

Adrian Granada gave update about the passing of the medical marijuana code enforcement and that Mobile Food Trucks issue will up before the city council next week. The swearing in of Mayor elect Kevin Falconer will be on March 3rd. Also the Aspire Center opened last week.

Old Business – None

New Business – None

Meeting adjourned. 10:20 A.M.

Next regular Chamber meeting is scheduled for Wednesday February 19, 2014.

Respectfully submitted,

Signed: _____
Jeanne Ferrell, Secretary

In reciprocation and appreciation, the school/program plans the following:

- San Diego Unified School District will recognize the new partnership.
- The San Diego Unified School District Board of Directors by resolution joined the Old Town San Diego Chamber of Commerce making it possible for the full-day off campus history tour for the fourth grade students.
- Teacher directed tours using the curriculum set forth by the State of California will focus on a menu of points of interest in Old Town selected based upon time available for the tour.
- Academic vocabulary is key to the study of San Diego history and its people. The culture, identity, diversity, prejudice, discrimination and conflict resolution will live in the lesson and become the focus for our conversations with students during and after the experience.

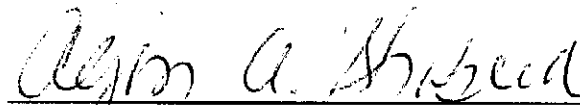
Old Town San Diego Chamber of Commerce representatives will be invited as guests and/or participants in appropriate school activities.

San Diego Unified School District representatives will be invited to partnership/volunteer recognition events.

- The school newsletter will feature collaborative partnership activities.
- Letters of appreciation/reflection will be written to the partner

As partners in education, we pledge our commitment to cooperatively achieve the goals developed in this agreement on this day November 14, 2013.

Fred Grand
Old Town San Diego Chamber of Commerce
Board of Directors



Agin A. Shaheed, Program Manager
Office of Race Human Relations & Advocacy



Bill Kowba
Superintendent

Date

Financials



November 27, 2013

Board of Directors
Old Town San Diego Chamber of Commerce
San Diego, California

Dear Sirs:

In connection with our audit of your financial statements for the fiscal year ended June 30, 2013, we wish to submit the following comments and recommendations for your consideration:

Salary Bonus

In the course of our audit, we noted that your Executive Director was paid a bonus of \$2,000. We recommend any bonuses in excess of \$500 be processed through payroll or reported on form 1099Misc.

Special Events Prizes

We noted that you have given out prizes during your special/fundraising events. We recommend that you issue a form 1099Misc. to all individuals who win prizes with a value of more than \$600.

Art Festival Accounts

You have set up a separate Quickbooks file to record the Art Festival Income, expense, and balance sheet accounts. We again recommend that you set up these accounts in your Old Town Quick books file in the same manner as all your other programs using the "class" features in Quickbooks. I discussed with you the use of "Classes" within Quick books as a practical and simple way to account for these activities.

Risk of Fraud

Recent developments involving fraud within well-known companies have created a new and more expanded audit environment emphasizing the detection of fraud.

In this connection we feel it is worth repeating this comment regarding management's responsibilities in this area and submit the following comments and recommendations for your consideration.

Awareness

Management should have an awareness and understanding of fraud and its related risks.

Controls (Existence or Absence of)

Management should identify the control procedures in existence.

Control Procedures

Small organizations generally exhibit an absence of control due to the lack of personnel. The following is a list of control procedures, which are practical and relatively easy to implement (Note – These are general in nature and are not all-inclusive and you may already have such procedures in place).

1. Check-signing – requires 2 signatures
2. Timely bank reconciliation – Reviewed by responsible officer
3. Board of Directors – Involvement
The Board should take an active part in the operations
4. Use of pre-numbered receipts (tickets) at special events and accountability for all receipts
5. Timely intact deposit of all receipts
6. Approval of expenditures by responsible person

7. All expenses paid by check (within practical limits)

We wish to thank your staff for their assistance in the conduct of our audit. We have discussed the contents of this letter with Mr. Richard Stegner, your Executive Director and we are available to answer any questions regarding its contents.

Sincerely,



Guerrero, Jimenez, Diaz & Co., LLP

Old Town Saturday Market - Income & Expense - FY 2012-2014

Week Receipts 2013-2014			Week Receipts 2012-13			Week Receipts 2011-2012		
Week	Receipts	M Total	Week	Receipts	M Total	Week	Receipts	M Total
6-Jul	\$1,105.50		7-Jul	\$1,080.25		2-Jul	\$759.05	
13-Jul	\$933.15		14-Jul	\$897.75		9-Jul	\$832.35	
20-Jul	\$919.00		21-Jul	\$1,041.39		16-Jul	\$864.80	
27-Jul	\$974.40	\$3,932.05	28-Jul	\$980.35	\$3,999.74	23-Jul	\$864.80	
3-Aug	\$827.95		4-Aug	\$961.45		30-Jul	\$701.60	\$4,022.60
10-Aug	\$715.07		11-Aug	\$856.80		6-Aug	\$934.85	
17-Aug	\$956.72		18-Aug	\$855.50		13-Aug	\$908.10	
24-Aug	\$970.64		25-Aug	\$975.99	\$3,649.74	20-Aug	\$876.90	
31-Aug	\$719.16	\$4,189.54	1-Sep	\$827.80		27-Aug	\$769.65	\$3,489.50
7-Sep	Car Show		8-Sep	Car Show		3-Sep	\$770.35	
14-Sep	\$857.90		15-Sep	\$466.30		10-Sep	FDKK	
21-Sep	\$795.56		22-Sep	\$629.63		17-Sep	\$897.85	
28-Sep	\$760.74	\$2,414.20	29-Sep	\$704.65	\$2,628.38	24-Sep	\$737.55	\$2,405.75
5-Oct	AF		6-Oct	AF		1-Oct	AF	
12-Oct	\$898.75		13-Oct	\$797.00		8-Oct	\$906.60	
19-Oct	\$815.05		20-Oct	\$768.00		15-Oct	\$804.10	
26-Oct	\$733.20	\$2,447.00	27-Oct	\$603.30	\$2,168.30	22-Oct	\$817.00	
2-Nov	\$757.70		3-Nov	\$750.40		29-Oct	\$727.00	\$3,254.70
9-Nov	\$851.80		10-Nov	\$526.70		5-Nov	\$781.35	
16-Nov	\$637.31		17-Nov	\$692.77		12-Nov	Rain	
23-Nov	\$551.00		24-Nov	\$628.45	\$2,598.32	19-Nov	\$734.65	
30-Nov	\$494.68	\$3,292.49	1-Dec	\$687.05		26-Nov	\$903.55	\$2,419.55
7-Dec	Rain		8-Dec	\$792.15		3-Dec	\$572.70	
14-Dec	\$937.58		15-Dec	\$515.40		10-Dec	\$818.00	
21-Dec	\$760.76		22-Dec	\$840.50		17-Dec	\$715.65	
28-Dec	\$678.32	\$2,376.66	29-Dec	\$406.20	\$3,241.30	24-Dec	Closed	
4-Jan	\$604.00		5-Jan	\$792.30		31-Dec	\$750.50	\$2,856.85
11-Jan	\$652.55		12-Jan	\$674.80		7-Jan	\$704.00	
18-Jan	\$732.00		19-Jan	\$822.65		14-Jan	\$808.55	
25-Jan	\$695.15	\$2,683.70	26-Jan	Rain	\$2,289.75	21-Jan	Rain	
1-Feb	\$799.03		2-Feb	\$807.48		28-Jan	\$642.55	\$2,155.10
8-Feb	\$945.20		9-Feb	\$691.00		4-Feb	\$759.95	
15-Feb	\$750.25		16-Feb	\$977.57		11-Feb	\$643.30	
22-Feb	\$763.25	\$3,257.73	23-Feb	\$906.50	\$3,382.55	18-Feb	\$824.40	
1-Mar	Rain		2-Mar	\$1,109.14		25-Feb	\$682.70	\$2,910.35
8-Mar	\$812.75		9-Mar	\$835.52		3-Mar	\$754.25	
15-Mar			16-Mar	\$961.67		10-Mar	\$844.75	
22-Mar			23-Mar	\$1,035.82		17-Mar	Rain	
29-Mar		\$812.75	30-Mar	\$1,168.37	\$5,110.52	24-Mar	\$779.15	
5-Apr			6-Apr	\$1,030.08		31-Mar	\$887.60	\$3,265.75
12-Apr			13-Apr	\$844.20		7-Apr	\$870.20	
19-Apr			20-Apr	\$896.07		14-Apr	\$358.08	
26-Apr		\$0.00	27-Apr	\$810.40	\$3,580.75	21-Apr	\$772.30	
3-May	Cinco		4-May	Cinco		28-Apr	\$807.95	\$2,808.53
10-May			11-May	\$845.20		5-May	Cinco	
17-May			18-May	\$725.57		12-May	\$740.65	
24-May			25-May	\$916.00	\$2,486.77	19-May	\$781.73	
31-May		\$0.00	1-Jun	\$834.30		26-May	\$825.81	\$1,607.54
7-Jun			8-Jun	\$936.60		2-Jun	\$670.10	
14-Jun			15-Jun	\$1,013.96		9-Jun	\$811.25	
21-Jun			22-Jun	\$879.58		16-Jun	\$977.70	
28-Jun		\$0.00	29-Jun	\$866.75	\$4,531.19	23-Jun	\$877.40	
30-Jun						30-Jun	\$964.75	\$3,631.10
TOTAL	\$25,406.12		TOTAL	\$39,667.31		TOTAL	\$36,238.07	
	\$793.94			\$826.40		Week Avg	\$787.78	

OLD TOWN BID BUSINESS OF THE YEAR

Nomination statement--reasons for choosing this person/business for this award
Based on staying power, growth, financials, innovation, resilience, and BID support:

Previous Selectees

- 2013 Café Coyote
- 2012 Lowery's Hot Glass
- 2011 Old Town Trolley Tours of San Diego
- 2010 Fiesta De Reyes



San Diego Unified School District
Board of Education

PROCLAMATION

Presented by Trustee Kevin Beiser

*In Recognition of the Old Town Chamber of Commerce's
Historic Old Town Golf Classic*

WHEREAS, the Old Town Chamber of Commerce is teaming up with PGA Hall of Famer Billy Casper to raise funding for the Fourth-Grade History Program's educational field trip to Old Town at the 2nd Annual Historic Old Town Golf Classic on March 17, 2014; and

WHEREAS, the proceeds from the Historic Old Town Golf Classic help fund the cost of transporting students to Old Town; and

WHEREAS, for over 40 years, the Old Town Cultural and Historical Program had been a Race and Human Relations integrated learning environment emphasizing the five key concepts of Identity, Diversity, Culture, Conflict, and Prejudice, and Discrimination for the fourth grade students of the San Diego Unified School District; and

WHEREAS, the program benefited more than 11,000 fourth-grade students annually as they visited actual historic sites in Old Town San Diego as part of their curriculum. Students are able to experience firsthand the cultural significance of San Diego's historic eras and inhabitants; and

WHEREAS, the programs are designed to enhance and deepen learning in history/social sciences and science, is aligned with history/social science and/or science framework for California public schools, and aligns with and supports the expectations of the Common Core State Standards.

NOW, THEREFORE, BE IT PROCLAIMED, by the San Diego Unified School District Board of Education, that it recognizes the important contributions of the Old Town Chamber of Commerce and the educational experience they provide fourth grade students.

Adopted and approved by the Board of Education of the San Diego Unified School District at a regular meeting held on the 11th of March 2014.

Kevin Beiser

Kevin Beiser, President

Scott Barnett

Scott Barnett, Trustee

Marnie Foster

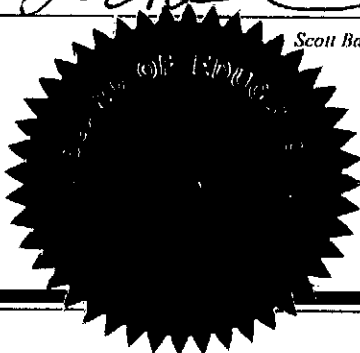
Marnie Foster, Vice President

Richard Barrera

Richard Barrera, Trustee

John Lee Evans

John Lee Evans, Trustee



Holmes Elementary

March 13, 2012

Dear Mr. Haynes-

My name is Emma [redacted] and my trip to Old Town was extraordinary because of you. You took us to different places including the Mormon Battalion, Wells Fargo, and Mason Street School.

I learned that the Colorado House was built in 1852 and it burned down in 1872. I also learned that cow fat was used to make candles, the Gold Rush was in 1849, and the Kumeyaay Indians used sage for camouflage and candle scents.

Thank you again for this wonderful day of learning. I really had a fun time with you teaching me. This trip would not be possible without you!

Sincerely,
Emma [redacted]

Dear Mr. Hayes, November 18, 2013

Thank you for taking us to the most beautiful place in the world. Also, it was cool that you were patient with us instead of going crazy. I liked it when you taught us about all of the cool and Spooky stuff about Oldtown. My favorite place in Oldtown is the Mormon Battalion and when we talked about The Whaley House. Good day!

P.S.

I was the one with the black hat with the pink bottom on it.

From,
Kristin

May 10, 2013

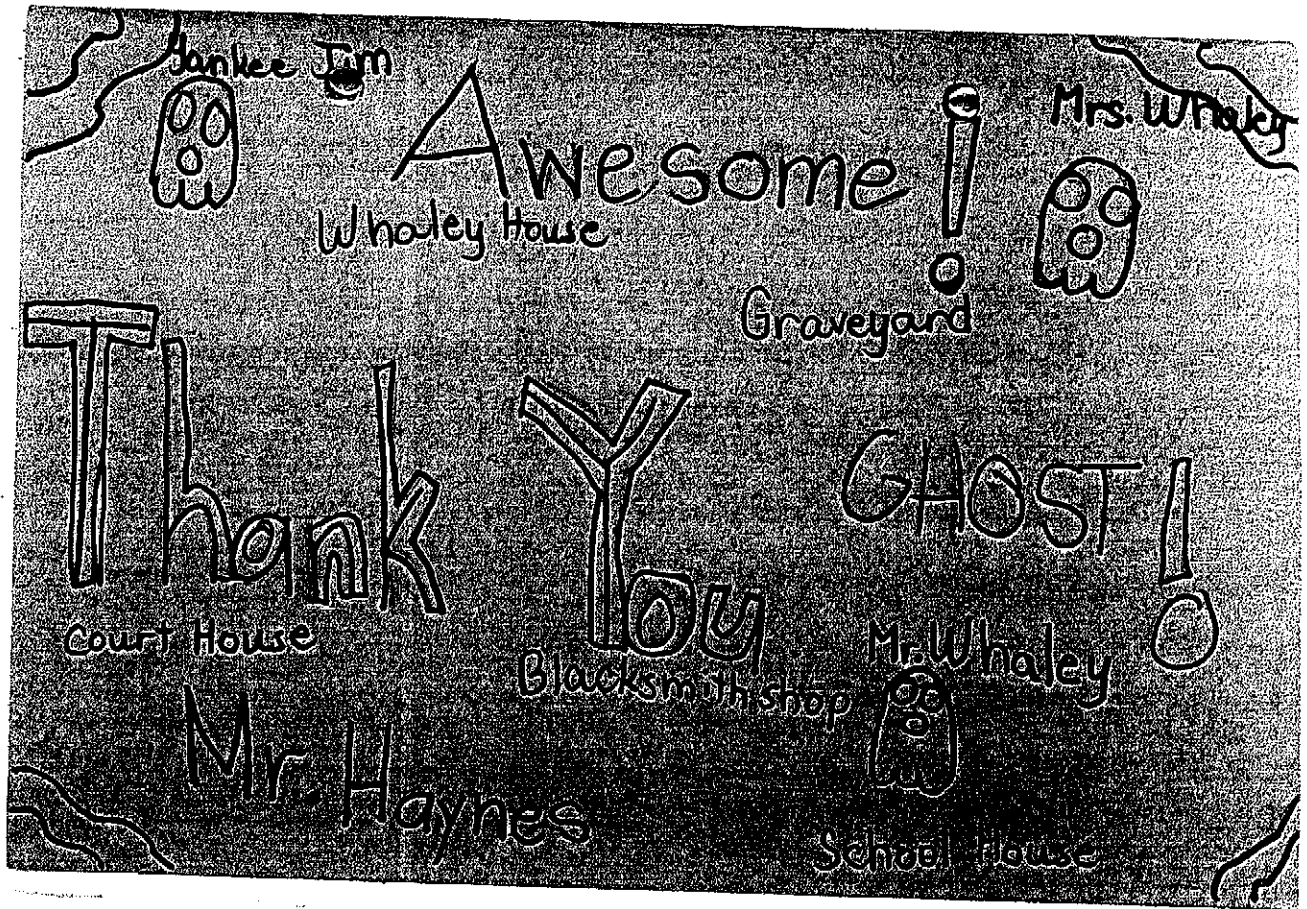
Dear Mr. Hayes-Pitts,

I just want to say Thank you so much for this experience. I don't think we were going to go to the town but thanks to you we got to go. It was so much fun having you as our tour guide. What time was a fun tour guide. Were your amazing costumes...

My favorite place that you took us yesterday was watching the movie, going to different rooms, then my favorite part was for slide. In my opinion I really loved the movie. Do you know what things you did me? Well, the fun things were the talking parts, the lady with blinking eyes and when she stops smiling. It was the best tour ever! You were the best tour guide ever!

Sincerely ..

Ajandra



Jankee Jim



Awesome!

Wholey House

Mrs. Whaley



Graveyard

Thank

Court House

You

Blacksmith Shop

GHOST!

Mr. Whaley



Mr. Haynes

School House