



Old Town San Diego Chamber of Commerce  
Old Town Business Improvement District

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

**Agenda**  
**Board of Directors Meeting**

Wednesday, April 15, 2015  
8:30 AM @ Café Coyote (Upstairs)

**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. Juan Street Improvements**

**4. Administrative Items**

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

**5. Approval of Minutes**

Old Town Chamber of Commerce General Meeting – March 18, 2015

*Action Item*

**6. Committee Reports**

a) Organization Committee

- 1) Old Town Harney Street Market Update
- 2) Anniversary Event - Old Town Chamber of Commerce – 75 Years

b) Design Committee – Update

c) Promotions & Marketing Committee

d) Economic Restructuring Committee – No Update

e) Event Evaluation – Car Show

Old Town Chamber of Commerce  
Board of Directors Meeting Agenda – (Continued)  
Wednesday, April 15, 2015

f) Upcoming Events - Updates

- 1) Fiesta Cinco de Mayo – May 2-3, 2015
- 2) County Fair – Saturday, June 6, 2015
- 3) Car Show – September 5, 2015
- 4) Taste of Old Town – September 10, 2015
- 5) Art & Craft Show Old Town – October 3-4, 2015
- 6) Dia de los Muertos – November 1 & 2, 2015

**8. Executive Update**

- a. Rock ‘n’ Roll Marathon
- b. Visitor Center – Update

**9. Unfinished Business**

**10. New Business**

**11. Announcements and Community Reports/Updates – 3 Minutes**

**12. Old Town Community Parking Advisory Committee Update – No Update**

**13. Next Old Town Chamber of Commerce Meeting Date - Wednesday – May 20, 2015**

**14. Adjourn**

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.**

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the meeting Coordinator in the Old Town San Diego Chamber of Commerce at least five (5) working days before the meeting at (619) 291-4903 to ensure availability.  
Assistive Listening Devices (ALDs) are available for the meeting upon request.



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

**Minutes of the Board of March 18, 2015**  
8:30 AM @ Mormon Battalion

## **Directors Present:**

Fred Grand – Hacienda Hotel  
Christine Smith – Café Coyote  
Jeanne Ferrell - Cold Stone Creamery  
Kim McLaughlin – Haunted Tours San Diego  
Steve Pastor – Courtyard  
Diane Powers – Bazaar de Mundo  
Chuck Ross – Fiesta de Reyes  
Michael Howland – Michael Howland, CPA

## **Directors Excused:**

Bruce Johnson – Alamo Mexican Cafe  
Patty Ducey-Brooks – Presidio Comm.  
David Thornton – OT Trolley Tours  
Vacant Seat

## **Staff:**

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

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## **Guests:**

Denella Buchanan - Caltrans  
Karen Spring – Discover Old Town  
Bob Barros – VMG /OT Guide  
Elder David Barnes – MBHS  
Molly Chase – City of San Diego  
Wayne Jarrell – City of San Diego  
Mike Arnold – City of San Diego  
Julio DeGuzman – San Diego City Attorney’s  
Sonia Ortega - OTMC  
Kara Kong – Rockin’ Roll Marathon  
Lavonne Maday Peyrot – Resident, Artist

**Fred Grand**, President, called the meeting to order at 8:35 a.m.

Introductions of members and visitors were made.

## **Non-Agenda Public Comment**

### **Old Town Police Liaison - Officer David Surilow**

Officer Surilow informed the board of a carjacking that occurred at the gas station near the freeway. He assured everyone present that this occurrence is rare and not standard for the Old Town area. Officer Surilow shared that Steve Pastor reached out to him concerning problems with solicitors leaving food flyers on hotel room doors. Officer Surilow announced he’d been in touch with the City Attorneys in regards to finding a resolution to this ongoing problem.

The discussion went on to touch base upon the homeless problem throughout the City and specifically the Old Town area. The board learned that there are 2 different types of homeless:

the truly homeless that keep to themselves and the traveling bands of homeless that cause problems. While there is a staffing issue in dealing with the homeless; Officer Surilow advised to call the non-emergency police number or 911, if necessary, to deal with the homeless that are a nuisance. Chuck Ross raised concerns regarding the Old Town State Park having only one ranger and the inability of park staff to get a police response since the ranger is offsite and can take up to an hour to the park. Officer Surwilo recommended that if the situation requires it, State Park staff should call the police and inform dispatch that the ranger is not on site and to send someone.

**Kim McLaughlin arrives 8:47a.m.**

**Rock & Roll Marathon Presentation – Kara King**

Ms. Kong informed those in attendance that the marathon will be on May 31. The route and course will be the same as last year. Mile 9 will come thru Old Town; north on San Diego Avenue, taking a right on Harney, then a left on Juan Street (there will be a route made to get the runners through the construction area safely), heading down Taylor to make a right and continue out of Old Town. About 7 thousand people are expected to participate this year. This year the Marathon is again offering free opportunities for businesses in Old Town to advertise to Marathon volunteers and participants.

**Juan Street Improvements – Mark Arnold, City of San Diego**

Mr. Arnold announced that there's been some night work on Taylor Street and Juan Street to install 16 inch cross; a part of what will eventually be the new water main. The presence that is seen now on Juan Street is pretty much how it will be to the end of the project. So far, the storm drain culverts have been delivered and have begun to be installed. Next Sunday, on the 22<sup>nd</sup>, there will be a week's worth of night work crossing Taylor. Traffic control will be extended to Mason but the north side will be opened He assured the board that half of Juan Street will be open to the Rock & Roll Marathon participants. Mr. Arnold also said by the next board meeting, he will have a more definitive answer concerning how the construction will affect the Cinco de Mayo event occurring on May 2-3.

During this update there was discussion concerning the community meeting regarding the removal of the trees on the golf course due to the Juan Street Improvement Project. Denella Buchanan from Caltrans secured a room for the community meeting on March 25<sup>th</sup>.

**Administrative Items**

**A. Request for Agenda revisions (continuances, changes in order, etc.)**  
Item 7E: Car Show Evaluation Postponed

**B. Conflict of Interest Declarations on Agenda Items**  
None

**Approval of Minutes** - Minutes were presented for the regular board meeting on February 18, 2015

**MOTION: to approve the minutes of February 18, 2015 with correction added.**

**M/S/A: Michael Howland / Kim McLaughlin (#03-18-15-1) Motion Passed - 7-0-1 A Diane Powers**

## ***COMMITTEE REPORTS***

### **Organization Committee**

#### **Accept Financial Reports**

**MOTION: to approve the financials for the month of February 2015; subject to audit.**

**M/S/U: Jeanne Ferrell / Chuck Ross (#03-18-15-2) - Motion Passed 8-0-0**

#### **Audit Update**

Michael Howland informed the board that there were issues with the Chamber taxes from years 2003, 2005, and 2008 which resulted in penalties in the amount of \$9,700. He is still working with to figure out what went wrong and how it can be corrected. The taxes for FY14 have been completed.

#### **Old Town Harney Street Market Update**

Richard Stegner announced market numbers are up and aren't far off from the numbers from this time last year. Last week was very good. The Sunday Market day is now 60% full.

#### **City FY16 BID Assessment**

Mr. Stegner relayed to the board that there was an onsite audit by the City of San Diego Office of Small Business and the BID coordinator. There were adjustments made to the narrative to include open ended statements. This was done to ensure that any additional projects that come up throughout the year that aren't in the BID contract can be added and the Chamber reimbursed for it. Overall the City was very pleased with what they found. Mr. Stegner made the narrative changes and submitted those in. He also sent these edits to the board so they would be aware of the new changes.

Mr. Stegner addressed those in attendance not on the board that the BID narrative is essentially the Chamber work plan for the year. The BID contracts go before the City Council during the first public hearing in April or May. There will be a second public hearing before they approve all the San Diego County BIDS all at once. Mr. Stegner also communicated that the Chamber now has a five year contract so it will not be as complicated as previous years.

### **Welk Letter of Intent**

Fred Grand announced that he visited two of the Welk Resort sites and is optimistic about this venture. The non-binding letter of intent is asking for \$2000 a month paid quarterly with provisions that Welk Resort is allowed to be at Cinco de Mayo event, County Fair and if possible the Taste of Old town. If approved, Welk Resort will be asked to prepare a letter of agreement with the check for first quarter due with the signing of the agreement.

**MOTION: to approve Welk Resort Letter of Intent M/S/U: Chuck Ross / Jeanne Ferrell (#03-18-15-3) - Motion Passed 8-0-0**

### **Old Town Business of the Year – Visual Media Group**

**MOTION: to approve the nomination of Visual Media Group for BID Business of the Year M/S/U: Christine Smith / Michael Howland (#03-18-15-4) - Motion Passed 8-0-0**

### **Discover Old Town Proposal**

Michael Howland presented the proposal of the Chamber assuming responsibility of the production of the Discover Old Town Map and Dining Guide. The owner, Karen Spring, is retiring and has made the Chamber of Commerce a very substantial offer to take over the production of the map and guide. Mrs. Spring plans to phase herself out over the next 5 years with the Chamber picking up an additional 10% of the ownership every year. The first 2 years will incur no expense to the Chamber. The 3<sup>rd</sup> year, Mr. Howland suggests, the board would want to get involved to facilitate the smooth transition of the exchange of ownership. There will be a need for staffing for years 3, 4, and 5. At the end of year 5, the Chamber will take over the remaining 50% of the business and run it completely.

Mr. Howland believes that this is a generous offer and would fit in with the Chambers mission statement. Mrs. Spring's terms are pretty straightforward. Mr. Howland stated the only downside is the suggestion to merge websites; he feels it wouldn't be a good idea. He informed the board that they can accept operational expenses but everything else is subject to audit. Karen Spring spoke for a short time to explain the nature of her proposal and answer any questions the board may have. Bottom line: she would like to see her 20 year legacy continued.

**MOTION: to approve concept of the Discover Old Town Proposal and come back with a refined agreement to start in Sep. 2015**

**M/S/U: Michael Howland / Kim McLaughlin (#03-18-15-5) - Motion Passed 8-0-0**

### **Design Committee**

The next meeting will be on Tuesday, March 24<sup>th</sup> at 4p.m. The meeting will be held at Casa Guadalajara.

### **Promotions and Marketing Committee**

Meeting has been postponed. The voting for website RFP will be discussed next meeting.

### **Upcoming Events Update**

Fiesta Cinco de Mayo: May 2-3, 2015  
County Fair: Saturday, June 6, 2015  
Car Show: September 12, 2015  
Taste of Old Town: September 10, 2015  
Art & Craft Show Old Town: October 3-4 2015  
Dia de los Muertos: November 1-2, 2015

### **Executive Update**

Mr. Stegner announced that the chamber was able to secure a small grant from the County of San Diego. This was used to hire Gary Corbin, a current volunteer, to work Thursday, Friday Saturday Sunday. The Visitor Center is now open until 7pm on these days. This will continue until the end June when the grant is exhausted.

Fred Grand brought the subject of the Chamber's lease expiring soon and stated that discussions should start about where the Chamber office will be. Chuck Ross suggested that the Visitor Center should be downgraded to kiosk located between the old Almo and the church. This would mean there would be smaller office or home office for Mr. Stegner. Mr. Grand suggested the creation of a subcommittee to explore other locations for the Chamber. He began nominations by nominating himself. Chuck Ross, Jeanne Ferrell, Kim McLaughlin volunteered as well. The purpose of the subcommittee is to evaluate location options for the Chamber and make a presentation to the board.

### **Announcements and Community Updates**

#### **San Diego City Council**

Molly Chase advised the board that the sinkhole was repaired and to contact her if there any other issues concerning the graffiti, homeless, or the Juan Street construction.

#### **San Diego City Attorney's Office**

Julio Deguzman announced that there will Community Court update next month. He also reiterated that if anyone is having a problem with loiters a stay away order can be put in place for nuisance people.

### **Unfinished Business**

None

### **New Business**

None

Meeting adjourned at 9:58 A.M.

Next regular Chamber meeting is scheduled for Wednesday April 15, 2015.

Respectfully submitted,

Signed:

\_\_\_\_\_  
Jeanne Ferrell, Secretary

# Old Town Harney Street Market - Income & Expense - FY 2013-2015

Week Receipts 2014-2015				Week Receipts 2013-2014			Week Receipts 2012-13		
Week	Sat Receipts	Sun Receipts	M Total	Week	Receipts	M Total	Week	Receipts	M Total
5-Jul	\$917.80			6-Jul	\$1,105.50		7-Jul	\$1,080.25	
12-Jul	\$683.80			13-Jul	\$933.15		14-Jul	\$897.75	
19-Jul	\$764.33			20-Jul	\$919.00		21-Jul	\$1,041.39	
26-Jul	\$731.00		\$3,096.93	27-Jul	\$974.40	\$3,932.05	28-Jul	\$980.35	\$3,999.74
2-Aug	\$115.00			3-Aug	\$827.95		4-Aug	\$961.45	
9-Aug	\$866.06			10-Aug	\$715.07		11-Aug	\$856.80	
16-Aug	\$695.00			17-Aug	\$956.72		18-Aug	\$855.50	
23-Aug	\$713.50			24-Aug	\$970.64		25-Aug	\$975.99	\$3,649.74
30-Aug	\$633.20		\$3,022.76	31-Aug	\$719.16	\$4,189.54	1-Sep	\$827.80	
6-Sep	Car Show			7-Sep	Car Show		8-Sep	Car Show	
13-Sep	\$639.80			14-Sep	\$857.90		15-Sep	\$466.30	
20-Sep	\$672.35			21-Sep	\$795.56		22-Sep	\$629.63	
27-Sep	\$439.00		\$1,751.15	28-Sep	\$760.74	\$2,414.20	29-Sep	\$704.65	\$2,628.38
4-Oct	A&C			5-Oct	AF				
11-Oct	\$835.55			12-Oct	\$898.75		6-Oct	AF	
18-Oct	\$524.60			19-Oct	\$815.05		13-Oct	\$797.00	
25-Oct	\$672.60		\$2,032.75	26-Oct	\$733.20	\$2,447.00	20-Oct	\$768.00	
1-Nov	Rain			2-Nov	\$757.70		27-Oct	\$603.30	\$2,168.30
8-Nov	\$669.95			9-Nov	\$851.80		3-Nov	\$750.40	
15-Nov	\$810.90			16-Nov	\$637.31		10-Nov	\$526.70	
22-Nov	\$792.75			23-Nov	\$551.00		17-Nov	\$692.77	
29-Nov	\$617.00		\$2,890.60	30-Nov	\$494.68	\$3,292.49	24-Nov	\$628.45	\$2,598.32
6-Dec	\$669.94			7-Dec	Rain		1-Dec	\$687.05	
13-Dec	\$620.95			14-Dec	\$937.58		8-Dec	\$792.15	
20-Dec	\$935.35			21-Dec	\$760.76		15-Dec	\$515.40	
27-Dec	\$709.00		\$2,935.24	28-Dec	\$678.32	\$2,376.66	22-Dec	\$840.50	
3-Jan	\$778.00			4-Jan	\$604.00		29-Dec	\$406.20	\$3,241.30
10-Jan	\$757.80			11-Jan	\$652.55		5-Jan	\$792.30	
17-Jan	\$800.20			18-Jan	\$732.00		12-Jan	\$674.80	
24-Jan	\$872.20			25-Jan	\$695.15	\$2,683.70	19-Jan	\$822.65	
31-Jan	\$845.40		\$4,053.60	1-Feb	\$799.03		26-Jan	Rain	\$2,289.75
7-Feb	\$901.45	\$538.40		8-Feb	\$945.20		2-Feb	\$807.48	
14-Feb	\$1,050.85	\$603.77		15-Feb	\$750.25		9-Feb	\$691.00	
21-Feb	\$966.85	\$228.25		22-Feb	\$763.25	\$3,257.73	16-Feb	\$977.57	
28-Feb	Rain	Rain	\$4,289.57	1-Mar	Rain		23-Feb	\$906.50	\$3,382.55
7-Mar	\$809.75			8-Mar	\$812.70		2-Mar	\$1,109.14	
14-Mar	\$645.14			15-Mar	\$752.25		9-Mar	\$835.52	
21-Mar	\$846.82	\$524.80		22-Mar	\$770.45		16-Mar	\$961.67	
28-Mar	\$730.69	\$613.00	\$4,170.20	29-Mar	\$818.45	\$3,153.85	23-Mar	\$1,035.82	
4-Apr	\$855.00	Easter		5-Apr	\$716.00		30-Mar	\$1,168.37	\$5,110.52
11-Apr				12-Apr	\$771.65		6-Apr	\$1,030.08	
18-Apr				19-Apr	\$907.40		13-Apr	\$844.20	
25-Apr			\$855.00	26-Apr	\$463.00	\$2,858.05	20-Apr	\$896.07	
2-May	Cinco	Cinco		3-May	Cinco		27-Apr	\$810.40	\$3,580.75
9-May				10-May	\$655.75		4-May	Cinco	
16-May				17-May	\$677.48		11-May	\$845.20	
23-May				24-May	\$776.00		18-May	\$725.57	
30-May			\$0.00	31-May	\$667.50	2776.73	25-May	\$916.00	\$2,486.77
6-Jun				7-Jun	\$898.10		1-Jun	\$834.30	
13-Jun				14-Jun	\$817.80		8-Jun	\$936.60	
20-Jun				21-Jun	\$695.50		15-Jun	\$1,013.96	
27-Jun			\$0.00	28-Jun	\$735.75	\$3,147.15	22-Jun	\$879.58	
							29-Jun	\$866.75	\$4,531.19
<b>TOTAL</b>	<b>\$ 26,589.58</b>	<b>\$2,508.22</b>	<b>\$29,097.80</b>	<b>TOTAL</b>	<b>\$36,529.15</b>		<b>TOTAL</b>	<b>\$39,667.31</b>	
	\$857.73	\$836.07			\$761.02		<b>Week Avg</b>	\$862.33	



# State of California

SECRETARY OF STATE

## CERTIFICATE OF STATUS DOMESTIC CORPORATION

I, KEVIN SHELLEY, Secretary of State of the State of California, hereby certify:

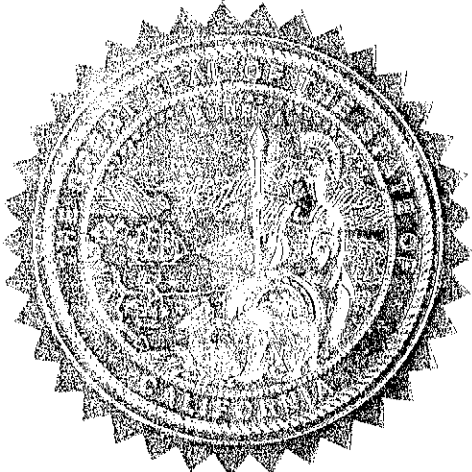
That on the **24TH day of MAY 1940, OLD TOWN SAN DIEGO CHAMBER OF COMMERCE** became incorporated under the laws of the State of California by filing its Articles of Incorporation in this office; and

That no record exists in this office of a certificate of dissolution of said corporation nor of a court order declaring dissolution thereof, nor of a merger or consolidation which terminated its existence; and

That said corporation's corporate powers, rights and privileges are not suspended on the records of this office; and

That according to the records of this office, the said corporation is authorized to exercise all its corporate powers, rights and privileges and is in good legal standing in the State of California; and

That no information is available in this office on the financial condition, business activity or practices of this corporation.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of February 13, 2004.

*Kevin Shelley*  
KEVIN SHELLEY  
Secretary of State

## Special Event Criteria & Evaluation

Event name \_\_\_\_\_ Date(s) \_\_\_\_\_ Hours \_\_\_\_\_

- \_\_\_\_\_ Chamber produced event
- \_\_\_\_\_ Chamber sponsored event
- \_\_\_\_\_ Non Chamber sponsored event

Does it support the Old Town Chamber of Commerce Mission Statement?

**Develop, promote and enhance a positive Old Town experience for our businesses, residents, and visitors**

- |   |     |    |
|---|-----|----|
| 1. Is this a profitable event for the Chamber   | Yes | No |
| Actual or projected Chamber Cost _____  |     |    |
| Actual or projected loss of Chamber funds _____   |     |    |
| 2. Art / Cultural / Heritage appropriate to Old Town  | Yes | No |
| 3. Does the event benefit the business community financially  | Yes | No |
| 4. Does the event hold promotional value for the community  | Yes | No |
| 5. Does the event benefit the Heritage Tourism industry in Old Town   | Yes | No |
| 6. Is there a current plan in place to ensure a quality event<br>(set up, vender, entertainment value)  | Yes | No |
| 7. Is there a current plan in place to ensure a well organized event<br>(volunteers, staffing, Chamber effort, community support, operations) | Yes | No |
| 8. Is the event supported by the community - business and residents   | Yes | No |
| 9. Does the event negatively impact traffic and parking   | Yes | No |
| 10. Does it generate room nights in Old Town?   | Yes | No |

List additional attributes for the event

How did the event compare to previous years:

Were the goals set for the event met:

Was there a charitable component to the event:

What was or is the expected attendance:

Explain the actual or projected financial impact to business, restaurants, hotel, retail, etc:

**Based on your understanding of the event, do you approve the event** Yes No  
 If No, can you recommend specific changes in order to approve the event?