



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, February 24, 2016
8:30 AM @ Mormon Battalion Historic Site

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. Presentations:

- a. City – Store Front Improvement Program – Alissa Gabriel
- b. City - Juan Street Improvements

4. Announcements and Community Reports/Updates – 3 Minutes

5. Administrative Items

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

6. Approval of Minutes

General Meeting – January 20, 2016

Action Item

7. Committee Reports

a. Organization Committee

- 1) Accept the Financial Reports
 - a) Accept the Financial Reports – January 2016 Action Item
- 2) Audit Update
- 3) Old Town Market Update
- 4) City FY17 BID Assessment Budget Appropriation Process
 - a) FY17 OT BID Budget - Submitted
 - b) Requested Forms and Documents Submitted – Due February 18, 2015

b. Design Committee – Update

Board of Directors Meeting Agenda – (Continued)
Wednesday, February 24, 2016

c. Promotions & Marketing Committee

- 1) Current Advertising & Promotion
- 2) Next Promotions Meeting – March 10, 2016

d. Economic Restructuring Committee

e. Upcoming Events - Updates

- 1) Fiesta Cinco de Mayo – May 7-8, 2016
- 2) County Fair – Saturday, June 4, 2016
- 3) Taste of Old Town – September 2016
- 4) Art & Craft Show Old Town – September 24-25, 2016
- 5) Dia de Los Muertos – November 1 & 2, 2016

8. Executive Update

- a. Visitor Center – Update

9. Unfinished Business

10. New Business

11. Old Town Community Parking Advisory Committee Update

Next Old Town Chamber of Commerce Meeting Date - Wednesday – March 16

12. 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 January 20, 2016
8:30 AM @ Mormon Battalion Historic Site

Directors Present:

Fred Grand – Hacienda Hotel
Christine Smith – Café Coyote
Jeanne Ferrell - Cold Stone Creamery
Kim McLaughlin – Haunted Tours San Diego
Michael Howland – Michael Howland, CPA
Patty Ducey-Brooks – Presidio Comm.
Diane Powers – Bazaar Del Mundo
Chuck Ross – Fiesta de Reyes
Paul Smigliani – Munro, Smigliani & Jordan

Guests:

Linda Acuna – Immaculate Conception Church
Stephan Hill – City of San Diego
Bob Barros – VMG /OT Guide
Sherri Knobloch – Regional Public Affairs -LDS
Denella Blount – Caltrans
Mike Hensley – Hacienda Hotel
Arnie Garcia - SDGE
Julio DeGuzman – SD City Attorney’s Office
Joe Kates – OTJ & RB
Jason Crilly - DMI
Wayne Jarrell – City of San Diego
Mike Arnold – City of San Diego

Directors Excused:

Dave Thornton - OT Trolley Tours
Bruce Johnson - Alamo Mexican Cafe
Ramzi Murad - A Mart

Staff:

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

Fred Grand, President, called the meeting to order at 8:38 a.m.

Introductions of members and visitors were made.

Non-Agenda Public Comment

“Proposed Rate Increase” SDGE Presentation – Arnie Garcia

Mr. Arnie Garcia, a representative from SDGE, presented to those in attendance the proposed rate increases to Old Town businesses. California Utilities is changing the way electricity is priced; resulting in “Dynamic Pricing.” Prices will reflect the amount of energy used by businesses. Businesses will now be charged a “Time of Use’ rate. This refers to consumption of energy during peak hours. In the summer, peak hours are 11am – 6pm. In the winter, peak hours are 5pm – 8pm.

Mr. Garcia also explained other benefits and services available to business: Level Pay Plan, Energy Use Alerts, Business Rebates, On-Bill Financing, and Online Directory of Trade Professionals.

Juan Street Update – City of San Diego & DMI Staff

Representatives from the Juan Street construction project reported the pouring of concrete from Mason to Twiggs will begin on January 21, 2016. Next week they will be removing the eastside of Twiggs to Harney Street. The new foreman Jason Crilly was introduced to the meeting attendees.

During the report, board member Chuck Ross asked why there were so few workers for a project of this size. His main concern was the changing of completion dates and maybe this was due to there not being enough workers. Mr. Wayne Jarrell provided a series of reasons that this project's been behind schedule: Equipment issues, the tightness and maneuverability of corridors, and staffing needs based on amount of type of work currently being done and issues with public utilities.

There was also discussion of providing parking signage for Wallace and Taylor Street. Currently, people are parking anywhere and this presents a safety issue. Mr. Jarrell assured the board that parking signage will be provided to this area.

Administrative Items

A. Board Administrative Items and/or non-agenda comment

None

B. Request for Agenda revisions (continuances, changes in order, etc.)

Defer Art & Craft Show evaluation until next Chamber board meeting.

C. Conflict of Interest Declarations on Agenda Items

None

Approval of Minutes - Minutes were presented for annual meeting conducted on November 18, 2015. There was no meeting in December of 2015.

***MOTION: to approve the minutes of November 18, 2015.**

M/S/A: Patty Ducey-Brooks/Michael Howland (#01-20-16-1) -Motion Passed 8-0-1 A (Kim McLaughlin

COMMITTEE REPORTS

Organization Committee

Accept Financial Reports

Michael Howland, Treasurer presented financial reports for August through December 2015. He gave an overview of the reports and answered any board member questions.

***MOTION: to approve the financial report for the month of August 2015; subject to final audit.**

M/S/U: Jeannie Ferrell / Kimberly McLaughlin (#01-20-16-2) - Motion Passed 9-0-0

***MOTION: to approve the financial report for the month of September 2015; subject to final audit.**

M/S/U: Patty Ducey-Brooks / Christine Smith (#01-20-16-3) - Motion Passed 9-0-0

***MOTION: to approve the financial report for the month of October 2015; subject to final audit.**

M/S/U: Jeanne Ferrell / Diane Powers (#01-20-16-4) - Motion Passed 9-0-0

***MOTION: to approve the financial report for the month of November 2015; subject to final audit.**

M/S/U: Christine Smith/ Patty Ducey-Brooks (#01-20-16-5) - Motion Passed 9-0-0

***MOTION: to approve the financial report for the month of December 2015; subject to final audit.**

M/S/U: Patty Ducey-Brooks / Paul Smigliani (#01-20-16-6) - Motion Passed 9-0-0

Market Update

The update was given by Richard Stegner. According to Mr. Stegner the numbers for the market are down a little bit from the same time last year. The weather has affected the attendance of vendors. Hopefully, the upcoming summer months will improve numbers. It was suggested that market manager Ron LaChance be at next month's chamber meeting to give further clarification and present ways to expand the market.

City FY17 BID Assessment Budget Appropriation Process

***MOTION: To approve the BID Draft Budget for FY17 with the following modifications: Remove the car show and add the Day of the Dead event to budget.**

M/S/U: Jeanne Ferrell / Patty Ducey-Brooks (#01-20-16-7) - Motion Passed 9-0-0

City FY17 BID Assessment Budget Appropriation Process

***MOTION: To approve entering into an Amendment with the City.**

M/S/U: Michael Howland / Kimberly McLaughlin (#01-20-16-8) - Motion Passed 9-0-0

Old Town Chamber of Commerce FY17 Draft Budget

***MOTION: To approve the Old Town Chamber of Commerce FY17 Draft Budget.**

M/S/U: Michael Howland / Chuck Ross (#01-20-16-9) - Motion Passed 9-0-0

Kimberly McLaughlin left at 10:04 a.m.

Audit Update

The audit is currently down to one item for follow-up.

Election of Officers

The nominations to serve as Officers for the Board of Directors of the Old Town San Diego Chamber of Commerce for the term 2016

***Motion to nominate Fred Grand for President.**

Nominations were requested from the floor to serve as President on the Board of Directors. There were no additional nominations from the floor.

M/S/U: Michael Howland / Christine Smith (#01-20-16-10) - Motion Passed 9-0-0

***Motion to nominate Chuck Ross for Vice President.**

Nominations were requested from the floor to serve as Vice-President on the Board of Directors. There were no additional nominations from the floor.

M/S/U: / Christine Smith / Patty Ducey-Brooks (#01-20-16-11) - Motion Passed 9-0-0

***Motion to nominate Jeanne Ferrell for Secretary.**

Nominations were requested from the floor to serve as Secretary on the Board of Directors. There were not additional nominations from the floor.

M/S/U: Patty Ducey-Brooks / Diane Powers (#01-21-15-12) - Motion Passed 9-0-0

***Motion to nominate Michael Howland for Treasurer.**

Nominations were requested from the floor to serve as Treasurer on the Board of Directors. There were no additional nominations from the floor.

M/S/U: Diane Powers / Paul Smigliani (#01-21-15-13) - Motion Passed 9-0-0

Election of Committee Chairs

Nominations were requested from the floor to serve as Committee Chairs. The following board members agreed to serve as Committee Chairs:

Design Committee – Diane Powers

***MOTION: to approve the nomination of Diane Powers to Chair Design Committee.**

M/S/U: Jeanne Ferrell / Michael Howland (#01-20-16-14) - Motion Passed 9-0-0

Economic Restructuring Committee – Chuck Ross

***MOTION: to approve the nomination of Chuck Ross to Chair Economic Restructuring Committee.**

M/S/U: Christine Smith / Diane Powers (#01-20-16-15) - Motion Passed 9-0-0

***Promotion Committee – Chuck Ross**

MOTION: to approve the nomination of Chuck Ross to Chair Promotions Committee.

M/S/U: Patty Ducey-Brooks / Christine Smith (#01-20-16-16) - Motion Passed 9-0-0

The Board of Directors unanimously approved the nominations to serve as Committee Chairs of the Old Town San Diego Chamber of Commerce for the term 2016 and thanked them for their service.

Resolution for FY2017 EDTS Application

***MOTION: The Board of Directors of the Old Town San Diego Chamber of Commerce approving the filing of an application for funding from the City of San Diego Economic Development and Tourism Support Program for Fiscal Year 2017.**

M/S/U: Jeannie Ferrell / Christine Smith (#01-20-16-17) - Motion Passed 9-0-0

Resolution for FY2017 County Community Enhancement Program Application

***MOTION: The Board of Directors of the Old Town San Diego Chamber of Commerce approving the filing of an application for funding from the County Community Enhancement Program for Fiscal Year 2017.**

M/S/U: Jeanne Ferrell / Michael Howland (#01-20-16-18) - Motion Passed 9-0-0

Appoint Delegate to represent Old Town BID on the BID Council Board of Directors.

***MOTION: To nominate Richard Stegner, Executive Director as Old Town BID delegate, Fred Grand as the first alternate and Chuck Ross as the second alternate.**

M/S/U: Patty Ducey-Books / Christine Smith (#01-20-16-19) - Motion Passed 9-0-0

Design Committee:

The update was delivered by Design Committee Chair Diane Powers. Mrs. Powers announced that the new longer banners look great. She also expressed a need for welcome banners on Taylor Street. One of the ongoing challenges is the signage program. She also discussed the creation of a guide that points out the different parking lots and historic sites in Old Town. Mrs. Powers is searching for revenue to fund this project. She is hoping to get Supervisor Ron Roberts to support this project, as well.

Promotions Committee:

The update was delivered by Bob Barrios. Mr. Barrios stated that the Promotions Committee has finalized their budget for FY17. \$3600 was added for TV spots. Mr. Barrios also listed the publications that the Chamber will advertise in this year: SDTA, Phoenix Magazine and the Old Town SD Guide.

Jeanne Ferrell questioned the amount the Chamber pays for the Old Town SD Guide. Mr. Barrios explained that the price is worth it to the Chamber with the amount of people that the guide markets too.

Upcoming-Events Update

Mormon Battalion Commemoration: January 30, 2016

Fiesta Cinco de Mayo: May 7-8, 2016

County Fair: Saturday, June 4, 2016

Taste of Old Town: September 2016

Art & Craft Show Old Town: September 24-25, 2016

Dia de los Muertos: November 1-2, 2016

Executive Update

Visitor Center Update

Richard Stegner discussed current visitor numbers. La Quinta Hotel is no longer advertising with the Chamber. Mr. Stegner also plans on purchasing sandbags for the Chamber office for rainy days. Elder and Sister Barnes returned home over the holidays and the new director is already here. Board members will meet him during the next Chamber board meeting. In regards to the ADA ramp and steps for the parking lot, the permit was finally approved. There will be a future ceremony when the work is complete and a plaque signifying the enormous contribution that Elder Barnes and the Mormon Battalion has made to the community of Old Town.

Announcements and Community Updates

Fred Grand will be meeting the CEO of Father Joe Villages on February 1, 2016 to discuss the serious homeless issue in Old Town.

Unfinished Business

None

New Business

None

Meeting adjourned at 10:47 A.M.

Next Meeting: *Wednesday February 17, 2016 at the Mormon Battalion Historic Site*

Respectfully submitted,

Signed: _____
Jeanne Ferrell, Secretary

Old Town Harney Street Market - Income & Expense - FY 2014-2016

Week Receipts 2015-2016				Week Receipts 2014-2015				Week Receipts 2013-2014			
Week	Sat Receipts	Sun Receipts	M Total	Week	Sat Receipts	Sun Receipts	M Total	Week	Receipts	M Total	
5-Jul	\$736.95	Rain		5-Jul	\$917.80			6-Jul	\$1,105.50		
11-Jul	\$710.60	\$510.65		12-Jul	\$683.80			13-Jul	\$933.15		
18-Jul	Rain	\$315.60		19-Jul	\$764.33			20-Jul	\$919.00		
25-Jul	\$813.50	\$595.05	\$3,682.35	26-Jul	\$731.00		\$3,096.93	27-Jul	\$974.40	\$3,932.05	
1-Aug	\$836.30	\$526.80		2-Aug	\$115.00			3-Aug	\$827.95		
8-Aug	\$680.10	\$552.10		9-Aug	\$866.06			10-Aug	\$715.07		
15-Aug	\$691.40	\$584.00		16-Aug	\$695.00			17-Aug	\$956.72		
22-Aug	\$737.95	\$642.65		23-Aug	\$713.50			24-Aug	\$970.64		
29-Aug	\$528.51	\$493.00	\$6,272.81	30-Aug	\$633.20		\$3,022.76	31-Aug	\$719.16	\$4,189.54	
5-Sep	\$700.65	\$534.00		6-Sep	Car Show			7-Sep	Car Show		
12-Sep	\$602.55	\$310.00		13-Sep	\$639.80			14-Sep	\$857.90		
19-Sep	\$627.50	\$375.00		20-Sep	\$672.35			21-Sep	\$795.56		
26-Sep	\$498.00	\$325.00	\$3,972.70	27-Sep	\$439.00		\$1,751.15	28-Sep	\$760.74	\$2,414.20	
3-Oct	A&C	A&C		4-Oct	A&C			5-Oct	AF		
10-Oct	\$361.00	\$272.00		11-Oct	\$835.55			12-Oct	\$898.75		
17-Oct	\$662.25	\$337.80		18-Oct	\$524.60			19-Oct	\$815.05		
24-Oct	\$621.20	\$352.00		25-Oct	\$672.60		\$2,032.75	26-Oct	\$733.20	\$2,447.00	
31-Oct	\$719.90	\$692.00	\$4,018.15	1-Nov	Rain			2-Nov	\$757.70		
7-Nov	\$490.00	\$491.00		8-Nov	\$669.95			9-Nov	\$851.80		
14-Nov	\$577.30	\$171.00		15-Nov	\$810.90			16-Nov	\$637.31		
21-Nov	\$513.00	\$526.00		22-Nov	\$792.75			23-Nov	\$551.00		
28-Nov	\$673.25	\$533.00	\$3,974.55	29-Nov	\$617.00		\$2,890.60	30-Nov	\$494.68	\$3,292.49	
5-Dec	\$474.65	\$539.40		6-Dec	\$669.94			7-Dec	Rain		
12-Dec	\$652.20	\$435.00		13-Dec	\$620.95			14-Dec	\$937.58		
19-Dec	\$615.00	\$528.00		20-Dec	\$935.35			21-Dec	\$760.76		
26-Dec	\$450.00	\$518.00	\$4,212.25	27-Dec	\$709.00		\$2,935.24	28-Dec	\$678.32	\$2,376.66	
2-Jan	\$795.00	\$407.00		3-Jan	\$778.00			4-Jan	\$604.00		
9-Jan	\$541.00	\$259.00		10-Jan	\$757.80			11-Jan	\$652.55		
16-Jan	\$661.00	\$451.00		17-Jan	\$800.20			18-Jan	\$732.00		
23-Jan	\$593.60	\$431.85		24-Jan	\$872.20			25-Jan	\$695.15	\$2,683.70	
30-Jan			\$4,139.45	31-Jan	\$845.40		\$4,053.60	1-Feb	\$799.03		
6-Feb				7-Feb	\$901.45	\$538.40		8-Feb	\$945.20		
13-Feb				14-Feb	\$1,050.85	\$603.77		15-Feb	\$750.25		
20-Feb				21-Feb	\$966.85	\$228.25		22-Feb	\$763.25	\$3,257.73	
27-Feb			\$0.00	28-Feb	Rain	Rain	\$4,289.57	1-Mar	Rain		
5-Mar				7-Mar	\$809.75	\$683.93		8-Mar	\$812.70		
12-Mar				14-Mar	\$645.14	\$466.00		15-Mar	\$752.25		
19-Mar				21-Mar	\$846.82	\$524.80		22-Mar	\$770.45		
26-Mar			\$0.00	28-Mar	\$730.69	\$613.00	\$5,320.13	29-Mar	\$818.45	\$3,153.85	
2-Apr				4-Apr	\$855.00	Easter		5-Apr	\$716.00		
9-Apr				11-Apr	Rain	\$613.70		12-Apr	\$771.65		
16-Apr				18-Apr	\$757.30	Rain		19-Apr	\$907.40		
23-Apr				25-Apr	\$628.00	\$364.00	\$3,218.00	26-Apr	\$463.00	\$2,858.05	
30-Apr			\$0.00	2-May	Cinco	Cinco		3-May	Cinco		
7-May	Cinco	Cinco		9-May	\$775.45	\$606.95		10-May	\$655.75		
14-May				16-May	\$446.00	\$244.35		17-May	\$677.48		
21-May				23-May	\$752.00	\$605.00		24-May	\$776.00		
28-May			\$0.00	30-May	\$819.00	\$527.15	\$4,775.90	31-May	\$667.50	2776.73	
4-Jun				6-Jun	\$647.70	\$485.25		7-Jun	\$898.10		
11-Jun				13-Jun	\$737.50	\$609.30		14-Jun	\$817.80		
18-Jun				20-Jun	\$721.55	\$759.60		21-Jun	\$695.50		
25-Jun			\$0.00	27-Jun	\$805.99	\$647.62	\$2,912.74	28-Jun	\$735.75	\$3,147.15	
TOTAL	\$17,564.36	\$12,707.90	\$30,272.26	TOTAL	\$ 33,680.07	\$ 9,121.07	\$ 42,801.14	TOTAL	\$36,529.15	\$36,529.15	
Week Avg	\$627.30	\$453.85		Week Avg	\$732.18	\$536.53		Week Avg	\$761.02		

January 2016 Visitor Count

Day	Open	Closed	11-1	1-3	3-5	5-7	Total Daily	Out of Town	Comments
1	Closed	For	New	Year's	Day				
2	Weekend	No Staff							
3	Weekend	No Staff							
4	11	4	4	26	16	0	46	19	
5	11	1	8	0	0	0	8	6	
6	11	3	18	1	0	0	19	7	
7	11	4	5	12	12	0	29	13	
8	11	4	5	7	4	0	16	4	
9	Weekend	No Staff							
10	Weekend	No Staff							
11	11	4	7	15	8	0	30	21	
12	11	3	11	12	0	0	23	9	
13	11	4	9	15	4	0	28	6	
14	11	4	3	10	5	0	18	5	
15	11	4	13	14	16	0	43	25	
16	11	7	20	15	21	22	78	5	
17	11	4	20	5	23	0	48	14	
18	11	4	7	8	9	0	24	14	
19	11	4	10	5	5	0	20	10	
20	11	7	12	3	0	6	21	8	
21	11	4	11	15	6	0	32	10	
22	11	4	9	22	20	10	61	19	
23	No Staff								
24	11	4	14	16	10	15	55	9	
25	11	4	11	18	17	0	46	17	
26	11	4	22	15	17	0	54	23	
27	11	3	9	7	0	0	16	7	
28	11	4	18	8	4	0	30	17	
29	11	4	7	11	4	0	22	9	
30	Weekend	No Staff							
31	Weekend	No Staff							
TOTALS			253	260	201	53	767	277	