



## Old Town San Diego Chamber of Commerce

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

### Board of Directors Meeting

Wednesday, April 17, 2019 @ 8:30 AM

Mormon Battalion, 2510 Juan Street

### AGENDA

#### 1. Call to Order & Introductions

#### 2. Non Agenda Public Comments

*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. Announcements and Community Reports/Updates - 3 Minutes

#### 4. Administrative Items

- a. Request for agenda revisions (continuances, change in order, etc.)
- b. Conflict of interest declarations on agenda items
- c. Board non-agenda comment

#### 5. Approval of Minutes

Old Town Chamber of Commerce Meeting – March 27, 2019

Action Item

#### 6. Committee Reports

- a. Organization Committee

#### Action Items:

- i. Financial Reports
  1. Update
  2. MFJ Systems
- ii. Harney Street Market
  1. Update
- i. Old Town Lodging Meeting update

#### **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.

ii. 2019 Board Retreat - Strategic Planning

a. Promotions & Marketing Committee

i. Fiesta Cinco de Mayo

Information Item

ii. Taste & Tequila - October 3, 2019

iii. Founders Day Street Festival, September 14-15, 2019

iv. Next Promotions Meeting

1. Thursday, May 2, 2019, 8:30 a.m., Cafe Coyote

b. Design Committee - Update

i. Gateway Sign/Entryway Sign update

ii. Historical Banners

c. Parking Committee - Update

**7. Executive Director Update**

a. Monthly report - March 2019

**8. Unfinished business**

a. Evaluation of CAM Services contract

Information Item

**9. New business**

**10. Next Old Town Chamber of Commerce meeting Date**

a. Next Meeting - Wednesday, May 15, 2018, 8:30 a.m.

Action Item

**11. Adjourn**

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Old Town San Diego Chamber of Commerce  
2415 San Diego Avenue San Diego, CA 92110 (619) 291-4903 info@oldtownsandiego.org

## Board of Directors Meeting Minutes

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**March 27, 2019 / 8:30 AM /Mormon Battalion**

**Directors Present:**

Fred Grand, Steve Blasingham, Ramzi Murad, David Thornton, Linda Acuna, Christine Smith, Jason Farran, Bob Barros

**Directors Absent:**

Chuck Ross, Patty Ducey-Brooks

**Staff:**

Sunny Lee, R. Elisha McLemore

**Guests:**

Elder Brad Allen, Sister Dantzelle Allen, Vanessa Bernal, Kyle Connors, Brian Hilenon, Robert Carr

**Fred Grand**, President, called the meeting to order at 8:33 a.m.  
Introductions of members and visitors were made.

**Non-Agenda Public Comment**

**Brian Hilenon – SD Tourism Authority**

SD Tourism Authority is working on new program to attract more Chinese visitors to San Diego. The goal is to target more international visitors. The most coveted visitor is the Chinese tourist. They stay longer and spend more money. China is the #1 inbound foreign market to visit California. The growth opportunity is massive.

Ally Pay is the predominant pay app in China. Looking to make it easier for Chinese visitors to use the app they are familiar with. Brand USA created a partnership SDTA and identified San Diego as their launch city. SDTA will help them connect with merchants and generate acceptance of the app from interested merchants. The campaign launches in May for summer travel. This is great opportunity with itineraries created in the Ally Pay app promoting Old Town and Old Town businesses & restaurants. More information will be sent to board members for further consideration.

### **Ranger Kyle Conners - Presidio Park**

Ranger Conners shared Presidio Park's efforts to create connectivity between Old Town and the park. The stairs on Mason Street have been replaced. Maintenance will be done to the existing trails. Also, signage to get visitors from Mason Street to Presidio Park will be added.

### **Robert Carr – San Diego Green Business Council**

Mr. Carr discussed SDGBC's new green business corner program, green sustainability and best practices.

### **Administrative Items**

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

None

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

None

#### **C. Conflict of Interest Declarations on Agenda Items**

None

**Approval of Minutes** - Minutes were presented from regular Board of Directors meeting on March 27, 2019. Correction to Minutes: Change meeting location from Hacienda Hotel to Mormon Battalion.

**MOTION: To approve the minutes of February 20, 2019.**

**M/S/A Ramzi Murad/Steve Blasingham (#3-27-19-1) - Motion Passed 7-0-2 A Diane Powers, Fred Grand**

### **Organization Committee**

### **Financial Reports Update**

Interview with potential new accountant, Mary Joseph of MFJ Systems, went well. The Chamber is in process to hire her.

### **Harney Street Market Update**

Three examples of the new Harney Street Logo were presented to the board. Logos 2 & 3 were the most popular among board members.

### **Promotion Committee**

*Cinco de Mayo:*

Planning is going smoothly with liqueur, food, and sponsorships lined up.

*Taste & Tequila 2019:*

Tickets will be sold at the Cinco de Mayo event.

*Founder's Day Street Festival:*

All required permits were submitted.

*DOD:*

Sponsorship packets are available.

**Design Committee**

*Archway Sign:*

Ms. Powers and Mr. Thornton met with Integrated Signs to see mock up and make needed changes. Work is coming along. August is slated for City approval.

*Banners:*

Repaired and back up.

*Wayfinding Signs:*

Signs are being hit by delivery trucks. The ones that were damaged have been removed.

**Upcoming Events Update**

**Fiesta Cinco de Mayo: May 4-5, 2019**

**County Fair in June**

**Founder's Day Street Festival: September 14-15, 2019**

**Taste & Tequila: October 3, 2019**

**Dia de los Muertos in November**

**Announcements and Community Updates**

**Vanessa Bernal - Councilmember Ward's Office**

Emergency repairs by SDGE will be on Juan Street for the next 2 weeks. 8 new trees were planted on Harney Street. This was due to the City's new tree program.

The City of San Diego has been working with Park & Rec and traffic engineers to look into converting Presidio Drive and Jackson Street into a one-way street. This will be solely for pedestrian and bike safety enhancements. Right now this project is still in the exploratory stage.

**Unfinished Business**

None

**New Business**

none

Meeting adjourned. 10:08 A.M.

Next regular Chamber meeting is scheduled for Wednesday April 17, 2018.

Respectfully submitted,

Signed: \_\_\_\_\_  
Linda Acuna, Secretary



## **Executive Director Monthly Report March 2019**

### **Committee Meetings**

#### **Promotions Committee: March 7, 2019**

- **Día de los Muertos, November 1-3, 2019**
- **Graphic Design Update**
- **250<sup>th</sup> Founders' Day Update**

#### **Organization Committee: March 12, 2019**

- **Harney Street Marketing Campaign**
- **2020 FY Budget Draft**
- **MFJ Systems**
- **Mormon Battalion Volunteer Workforce**

### **Additional Meetings/Events**

**March 1, 2019 – CEP Application Delivered**

**March 4, 2019 – John Ledford, Ledford Accounting**

**March 3, 2019 – Jason Farran, Board Member**

**March 4, 2019 – Christina Cameron, Devaney Pate Morris & Cameron LLP**

**March 12, 2019 – 250<sup>th</sup> Press Conference, Waterfront Park**

**March 13, 2019 – Gabriel Gutierrez, County Supervisor Nathan Fletcher**

**March 12, 2019 – Old Town Community Planning Group**

**March 14, 2019 – Fiesta: Cinco de Mayo Planning Meeting**

**March 17, 2019 – San Diego Tourism Authority, Old Town Media Tour**

**March 19, 2019 – California Downtown Association: West Coast Urban Forum**

**March 20, 2019 – California Downtown Association: West Coast Urban Forum**

**March 21, 2019 – California Downtown Association: West Coast Urban Forum**

**March 28, 2019 – San Diego BID Alliance – Elected President**

### **New Projects:**

- **Create public monthly e-newsletter**
- **Community Enhancement Program Application/Video**
- **Create a Membership Brochure**
- **Research Old Town web cam opportunities/cost**
- **Shadow/Mentor Denny Knox, Ocean Beach Main Street**
- **Create Associate Membership policy/application**

**Ongoing Projects:**

- **Prepare agendas for committee and board meetings**
- **Send email communication outlining meeting schedule multiple times each month**
- **Respond to community and member questions**
- **Develop and outline social media schedule**
- **Create sponsorship deck for Old Town Chamber of Commerce**
- **Create sponsorship deck for 250th Commemoration of San Diego**
- **Facilitate MAD Formation Research**
- **Facilitate communication between legal counsel and Paris Davis**
- **Facilitate planning for 250<sup>th</sup> Commemoration events in Old Town San Diego**
- **Facilitate fundraising activities**
- **Organize event planning meetings for 2019**

**Future Projects:**

- **Create a video marketing plan for Visitor Center advertisers**

**Completed Projects:**

- **FY 2020 BID Budget**
- **Staffing recommendation**
- **County CEP Application**
- **Create employee handbook and employment documents for Chamber Staff**
- **Create sponsorship deck for Día de los Muertos**