



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, September 18, 2019 @ 8:30 AM

Mormon Battalion Historic Site, 2510 Juan Street

AGENDA

1. Pledge of Allegiance
2. Call to Order & Introductions
3. 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."

4. Assemblymember Todd Gloria
5. Nancy Bjork, San Diego Tourism Authority
6. Announcements and Community Reports/Updates - 3 Minutes
7. 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

8. Approval of Minutes

Old Town Chamber of Commerce Meeting – July 17, 2019

Action Item

9. Committee Reports

- a. Organization Committee

Action Items:

- i. Financial Reports
 1. Update
 2. Audit update
- ii. Board Election
 1. Establish Election Committee

- iii. Harney Street Market
 - 1. Promotions Update
- i. Old Town Lodging Meeting update
- ii. HOTCF merge update

a. Promotions & Marketing Committee

- i. Taste & Tequila - October 3, 2019 Information Item
- ii. Founders Day Street Festival, September 14-15, 2019 - Review
- iii. Dia de los Muertos, November 1-3, 2019 (Street Closures)
- iv. Next Promotions Meeting
 - 1. Thursday, October 3, 2019, 8:30 a.m., Cafe Coyote

b. Design Committee - Update

- i. Gateway Sign/Entryway Sign update
- ii. Wayfinding Sign update
- iii. Banner Update

c. Safe & Clean Committee - Update

d. Parking Committee - Update

7. Executive Director Update

- a. Monthly report - July/August 2019

8. Unfinished business

9. New business

10. Next Old Town Chamber of Commerce meeting Date

- a. Next Meeting - Wednesday, October 16, 2019, 8:30 a.m. Action Item

11. Adjourn

FY 2020 OTSD Goals

1. Pursue every opportunity for grant funding
2. Create silent auction baskets promoting Old Town San Diego
3. More participation in State Park events including looking for funding sources
4. Take HOTCF under the wing of the Old Town Chamber of Commerce
5. More emphasis on Safe & Clean initiatives

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.



CHAMBER OF COMMERCE

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

July 17, 2019 / 8:30 AM /Mormon Battalion

Directors Present:

Fred Grand, Patty Ducey-Brooks, Steve Blasingham, Diane Powers, Bob Barros, Christine Smith, Chuck Ross, Jason Farran, Ramzi Murad, David Thornton

Directors Absent:

Linda Acuna

Staff:

Sunny Lee, R. Elisha McLemore

Guests:

Danella Blount, Randy Wilde, Vanessa Bernal, Elder Brad Allen, Sister Dantzelle Allen, Officer David Surwilo

Fred Grand, President, called the meeting to order at 8:35 a.m.
Introductions of members and visitors were made.

Non-Agenda Public Comment

Fred Grand – OTSD BOD President

Mr. Grand recapped the Presidio Park event kicking off California's 250th Anniversary, which featured San Diego Mayor Kevin Faulconer and other civic officials; the mayor of Tijuana; the Vice Consul of Spain; representatives of the San Diego History Center; and members of the Kumeyaay Nation, which was acknowledged as a significant part of U.S. history and the California community. The event concluded with the raising of the Kumeyaay flag.

Officer Surwilo – San Diego Police Department

Officer Surwilo shared how Ms. Bernal contacted SDPD to make sure there was a police presence before and during the Presidio Park event with extra patrol cars.

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 BOD meeting on June 19, 2019.
Tabled until next meeting.

Organization Committee

Financial Reports Update

Audit for FY19 begins on July 19, 2019.

There will be an action plan for financials come September.

Harney Street Market Update

Patty Ducey-Brooks was interviewed by KUSI promoting the Harney Street Market and Old Town in general. There will be link added to the Old Town website. There's now market ad in the Old Town Guide. There's been discussion of adding banners and tri-pod signage to further promote the market. Ms. Ducey-Brook has also provided an ad in Presidio Sentinel for free, in addition to ads in other publications.

Promotion Committee

HOTCF Merger:

It would have to be more of a partnership and there will be further discussion to that effect. The Chamber will continue its support and administrative role with HOTCF.

Taste & Tequila:

There have been some announcements. Advertisements and sign-up sheets are currently in the works.. Marketing will kick off soon.

Founder's Day Street Festival Presentation:

The focus will be on history, education, connection and outreach.

There will be small stages and interactive booths, kids' events, food areas and culturally relevant entertainment.

DOD:

Promotions Committee chose Gensinger events to produce this year's event. The goal is to create a new template for this event. Sponsorships are critical.

Design Committee

Gateway and Entry Signs:

Progress is happening. The gateway project is finally out of the City Planning Dept. There's still work to be done on the base. The Chamber received an extension on our grant to coincide with completion of project.

Banners:

Two new sets of banners are going up with a different design that will work for the whole year.

Upcoming Events Update

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 – Rep for Councilmember Ward's Office

Ms. Bernal briefly recapped the Presidio Park 250th Anniversary kick-off event. There has been discussion on the addition another Kumeyaay Nation flag to the Presidio Park museum and the issue of unnamed burial sites. The City of San Diego is slowing down for the summer.

Randy Wilde – Rep for Assemblyman Todd Gloria

Mr. Wilde didn't have a lot to report due to summer recess. He briefly recapped Assemblyman Gloria's involvement with Presidio Park 250th Anniversary kick-off event. FY2020 Budget was passed successfully.

Unfinished Business

None

New Business

none

Meeting adjourned. 10:03 A.M.

Next regular Chamber meeting is scheduled for Wednesday June 19, 2019.

Respectfully submitted,

Signed: _____
Linda Acuna, Secretary

Harney Street Weekend Market Revenue

Week Receipts 2018-2019
Week Receipts 2019-2020
Week Receipts 2020-2021

Week	Sat Receipts	Sun Receipts	M Total	Week	Sat Receipts	Sun Receipts	M Total	Week	Sat Receipts	Sun Receipts	M Total
1-Jul		\$1,540.80		6-Jul	1857.4	\$1,356.15		1-Jul			
7-Jul	\$1,651.35	\$1,497.50		13-Jul	\$1,454.65	\$1,338.90		7-Jul			
14-Jul	\$1,496.95	\$1,410.75		20-Jul	\$1,439.60	\$1,207.00		14-Jul			
21-Jul	\$1,524.50	\$1,157.00		27-Jul	\$1,870.65	\$1,321.15	\$11,845.50	21-Jul			
28-Jul	\$1,777.00	\$1,589.00	\$13,644.85	3-Aug	\$1,813.25	\$1,222.65		28-Jul			\$0.00
4-Aug	\$1,812.20	\$1,399.00		10-Aug	\$2,194.30	\$1,239.15		4-Aug			
11-Aug	\$1,233.00	\$1,268.00		17-Aug	\$1,709.95	\$911.60		11-Aug			
18-Aug	\$1,277.75	\$1,184.00		24-Aug	\$1,934.75	\$1,057.00		18-Aug			
25-Aug	\$1,498.00	\$1,236.00	\$10,907.95	31-Aug	\$1,483.00		\$13,565.65	25-Aug			\$0.00
1-Sep	\$1,547.00	\$1,203.00		1-Sep				1-Sep			
8-Sep	\$1,586.00	\$1,318.00		8-Sep				8-Sep			
15-Sep	\$1,426.50	\$1,236.00		15-Sep				15-Sep			
22-Sep	\$1,362.00	\$1,159.00		22-Sep			\$0.00	22-Sep			
29-Sep	\$1,216.00	\$344.00	\$12,397.50	29-Sep				29-Sep			\$0.00
6-Oct	\$1,179.00	\$863.00		6-Oct				6-Oct			
13-Oct	\$1,232.00	\$1,244.00		13-Oct				13-Oct			
20-Oct	\$1,075.00	\$919.50		20-Oct			\$0.00	20-Oct			
27-Oct	\$1,718.50	\$1,319.50	\$9,550.50	27-Oct				27-Oct			\$0.00
3-Nov	\$2,922.00	\$2,366.91		3-Nov				3-Nov			
10-Nov	\$1,566.00	\$1,382.50		10-Nov				10-Nov			
17-Nov	\$1,439.00	\$958.00		17-Nov				17-Nov			
24-Nov	\$1,637.00	\$1,212.00	\$13,483.41	24-Nov			\$0.00	24-Nov			\$0.00
1-Dec	\$1,186.00	\$1,154.00		1-Dec				1-Dec			
8-Dec	\$1,156.00	\$892.00		8-Dec				8-Dec			
15-Dec	\$2,334.00	\$942.00		15-Dec				15-Dec			
22-Dec	\$1,521.00	\$1,083.50		22-Dec				22-Dec			
29-Dec	\$1,555.75	\$1,208.50	\$13,032.75	29-Dec			\$0.00	29-Dec			\$0.00
5-Jan	\$305.50	\$1,015.60		5-Jan				5-Jan			
12-Jan	\$1,067.50	\$1,083.00		12-Jan				12-Jan			
19-Jan	\$1,796.75	\$1,402.20		19-Jan				19-Jan			
26-Jan	\$1,796.25	\$1,244.30	\$9,711.10	26-Jan			\$0.00	26-Jan			\$0.00
2-Feb	Rained Out	Rained Out		2-Feb				2-Feb			
9-Feb	\$1,629.25	\$1,201.45		9-Feb				9-Feb			
16-Feb	\$1,800.20	Rained Out		16-Feb				16-Feb			
23-Feb	\$1,748.28	\$1,256.80	\$7,635.98	23-Feb			\$0.00	23-Feb			\$0.00
2-Mar	Rained Out	\$1,158.25		2-Mar				2-Mar			
9-Mar	\$2,130.00	\$1,237.75		9-Mar				9-Mar			
16-Mar	\$1,664.50	\$1,299.40		16-Mar				16-Mar			
23-Mar	\$2,157.50	\$1,270.45		23-Mar				23-Mar			
30-Mar	\$1,841.30	\$1,075.20	\$13,834.35	30-Mar			\$0.00	30-Mar			\$0.00
6-Apr	\$1,963.10	\$1,406.90		6-Apr				6-Apr			
13-Apr	\$1,952.80	\$1,141.58		13-Apr				13-Apr			
20-Apr	\$2,083.20	Easter		20-Apr				20-Apr			
27-Apr	\$1,918.00	\$942.80	\$11,408.38	27-Apr			\$0.00	27-Apr			\$0.00
3-May	(Friday) 1158			3-May				3-May			
4-May	\$3,208.75	\$2,636.25		4-May				4-May			
11-May	Rained Out	\$1,288.40		11-May				11-May			
18-May	\$1,764.50	Rained Out		18-May				18-May			
25-May	\$2,012.50			25-May				25-May			
27-May	(MD) 1824.5		\$13,832.00	27-May			\$0.00	27-May			\$0.00
1-Jun	\$1,701.50	\$1,328.30		1-Jun				1-Jun			
8-Jun	\$2,003.10	\$1,263.65		8-Jun				8-Jun			
15-Jun	\$1,811.75	\$1,235.50		15-Jun				15-Jun			
22-Jun	\$1,471.60	\$969.40		22-Jun				22-Jun			
29-Jun	\$1,863.20	\$1,526.20	\$15,174.20	29-Jun			\$0.00	29-Jun			\$0.00
TOTAL	\$ 74,185.88	\$55,253.89	\$ 129,439.77	TOTAL	\$15,757.55	\$9,653.60	\$25,411.15	TOTAL			
Week Avg	\$5,298.99	\$3,946.71	\$9,245.70	Week Avg	\$1,125.54	\$689.54	\$1,815.08	Week Avg	\$0.00	\$0.00	\$0.00



Executive Director Monthly Report July 2019

Committee Meetings

Promotions Committee: July 11, 2019

- **Día de los Muertos, November 1-3, 2019 : Presentation: Jen Singer Events**
- **250th Founders Day, September 15-16, 2019**
- **Taste & Tequila, October 3, 2019**
- **SDTA Marketing Campaign**

Organization Committee: July 9, 2019

- **Harney Street Marketing Campaign**
- **Old Town Lodging Meeting Update**
- **Audit update**

Design Committee: July 24, 2019

- **Entry Way Sign Update**
- **Gateway Sign Update**
- **Banner Update**

Additional Meetings/Events

- July 8, 2019 – Chris Clark, SD BID Alliance**
- July 9, 2019 – State Park Marketing**
- July 16, 2019 – Tony Lopez, FYC Labs**
- July 16, 2019 – 250th Civic Event**
- July 17, 2019 – BID Alliance Executive Committee Meeting**
- July 17, 2019 – Jen Singer, Jen Singer Events**
- July 18, 2019 – Tom Woolway, Torrey Pines Bank**
- July 19, 2019 – Laurel McFarlane, McFarlane Promotions**
- July 23, 2019 – Creative Communities San Diego Celebration and Workshop**
- July 25, 2019 – BID Alliance Meeting**
- July 25, 2019 – Street Vending Hearing**
- July 26, 2019 – Founders' Day Meeting**
- July 29, 2019 – JR Tolver, State Farm Insurance**
- July 30, 2019 – Tom Woolway and Devon Foster, Torrey Pines Bank**
- July 30, 2019 – Michael Cox, East Village Association**

New Projects:

- **Create public monthly e-newsletter**
- **Create a Membership Brochure**
- **Research Old Town web cam opportunities/cost**
- **Shadow/Mentor Denny Knox, Ocean Beach Main Street**
- **Create Associate Membership policy/application**
- **2019 Audit Process**

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**
- **Facilitate MAD Formation Research**
- **Facilitate communication between legal counsel and Paris Davis**
- **Facilitate planning for 250th Commemoration events in Old Town San Diego**
- **Facilitate fundraising activities**
- **Harney Street Market Marketing program**
-

Future Projects:

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

Completed Projects:

- **FY 2020 BID Budget**
- **Staffing recommendation**
- **FY20 County CEP Application**
- **Create employee handbook and employment documents for Chamber Staff**
- **Create sponsorship deck for Día de los Muertos**
- **FY19 wrap up**
- **Create sponsorship deck for 250th Commemoration of San Diego**



Executive Director Monthly Report August 2019

Committee Meetings

Promotions Committee: August 1, 2019

- **Día de los Muertos, November 1-3, 2019**
- **250th Founders Day, September 15-16, 2019**
- **Taste & Tequila, October 3, 2019**
- **SDTA Marketing Campaign**

Design Committee: August 21 , 2019

- **Entry Way Sign Update**
- **Gateway Sign Update**
- **Banner Update**

Additional Meetings/Events

August 7, 2019 – Jason Noble, City Beat

August 8, 2019 – Founders' Day Meeting

August 9, 2019 – Cointreau

August 15, 2019 – BID Alliance Executive Meeting

August 21, 2019 – Ashley Bailey, Office of Mayor Kevin Faulconer

August 21, 2019 – Heritage Park Walkthrough

August 22, 2019 – BID Alliance Meeting

August 22, 2019 – Founders' Day Meeting

August 23, 2019 – Jen Singer Events

August 23, 2019 – Victor Santana, Old Town Market

August 27, 2019 – Youngs Market, Taste & Tequila

August 27, 2019 – Nancy Bjork, SDTA

August 28, 2019 – KFMB and Canon Walkthrough for Founders' Day

August 29, 2019 – Founders' Day Meeting

New Projects:

- **Create public monthly e-newsletter**
- **Create a Membership Brochure**
- **Research Old Town web cam opportunities/cost**

- **Shadow/Mentor Denny Knox, Ocean Beach Main Street**
- **Create Associate Membership policy/application**
- **2019 Audit Process**

Ongoing Projects:

- **Prepare agendas for committee and board meetings**
- **Send email communication outlining meeting schedule multiple times each month**
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- **Create sponsorship deck for Old Town Chamber of Commerce**
- **Facilitate MAD Formation Research**
- **Facilitate communication between legal counsel and Paris Davis**
- **Facilitate planning for 250th Commemoration events in Old Town San Diego**
- **Facilitate fundraising activities**
- **Harney Street Market Marketing program**

Future Projects:

- **Create a video marketing plan for Visitor Center advertisers**
- **Begin grant writing for FY2021**

Completed Projects:

- **FY 2020 BID Budget**
- **Staffing recommendation**
- **FY20 County CEP Application**
- **Create employee handbook and employment documents for Chamber Staff**
- **Create sponsorship deck for Día de los Muertos**
- **FY19 wrap up**
- **Create sponsorship deck for 250th Commemoration of San Diego**