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 - April 18, 2018
   Old Town Chamber of Commerce Board Retreat - April 18, 2018

6. Committee Reports
   a. Organization Committee
      i. Financial Reports
         1. Accept the financial report - November 2017
         2. Accept the financial report - January 2018
         3. Accept the financial report - February 2018
         4. Accept the financial report - March 2018
      ii. Harney Street Market
         1. Interim Management Agreement update
         2. Request for Proposals: Market Manager update
b. Promotions & Marketing Committee
   i. Fiesta Cinco de Mayo recap
   ii. Arts & Crafts Show, September 15-16, 2018
   iii. Next Promotions Meeting
        1. Thursday, May 24, 2018. 8:30 a.m., Cafe Coyote

c. Design Committee - Update
   i. Way finding signage
   ii. Banners
   iii. Old monument
   iv. Gateway update

d. Parking Committee - Update
   i. Repairs and maintenance update
   ii. Old Town Community Church valet application

7. Executive Director Update
   a. Monthly Report - April
   b. Tax Fairness, Transparency and Accountability Act of 2018

8. Upcoming Events - Updates
   a. Dia de los Muertos, November 1-2, 2018
   b. Taste + Tequila, November 29, 2018

9. Unfinished business
   a. Evaluation of CAM Services contract

10. New business

11. Next Old Town Chamber of Commerce meeting Date
    a. Next Meeting - Wednesday, June 20, 2018

12. Adjourn
Board of Directors Meeting Minutes

April 18, 2018 / 8:30 AM / Hacienda Hotel

Directors Present:

Fred Grand, Chuck Ross, Jeanne Ferrell, Steve Blossingham, Ramzi Murad, David Thornton, Linda Acuna, Patty Ducey-Brooks, Michael Howland, Diane Powers, Christine Smith

Directors Absent:

Justine D. Lee

Staff:

Sunny Lee, R. Elisha McLemore

Guests:

Steve O’Kane, Jason Weisz, Elder Michael Hemingway, Marie Pedrin-Gizoni, Vanessa Bernal, Paris Davis

Fred Grand, President, called the meeting to order at 8:52 a.m. Introductions of members and visitors were made.

Administrative Items

A. Board Administrative Items and/or non-agenda comment
B. Request for Agenda revisions (continuances, changes in order, etc.)
C. Conflict of Interest Declarations on Agenda Items

Approval of Minutes - Minutes were presented from regular Board of Directors meeting on March 21, 2018.

MOTION: To approve the minutes of March 21, 2018
M/S/A Chuck Ross/David Thornton (#4-18-18-1) - Motion Passed 7 (A) Michael Howland
Organization Committee

Accept Financial Reports
Financials deferred until next meeting

Harney Street Market
Paris Davis was present at the BOD meeting to discuss his concerns regarding the Harney Street Market and requested various documents from the Board President Fred Grand, Treasurer Michael Howland, Secretary Jeannie Ferrell and Chamber ED Sunny Lee.

Interim Management Agreement: Update
Ron LaChance signed the interim management, which will be in effect until July. There were issues with Mr. LaChance obtaining insurance for the interim time period and it was suggested that the requirement be eliminated.

Request for Proposals: Market Manager: Update
The market RFP was posted with a deadline of May 31st.

Promotion Committee
Fiesta Cinco de Mayo: Update
The committee is working on obtaining sponsorships. There will be an excellent children’s program this year. Christine Smith shared that her son’s band will also be part of the festivities. Also, 18 teams have registered for the Folklorico competition. The next Promotions meeting will be at Café Coyote on May 22nd at 8:30am.

Design Committee
The committee is currently working on the 250th commemoration banners. There will be the 250th Commemoration planning committee meeting on May 1st at the Café Coyote. Councilmember Ward will be in attendance. The City Planning Dept. is slowly fulfilling the permits, but they are expected to go through. FYI: The placemaking ordinance was passed in City Council which will make projects like this easier. There will be 4 historical banners produced now with follow up banners in the future.

Regarding the gateway monument, the committee is going ahead with the initial drawings. There will be a grant request submitted to the County Board of Supervisors to assist with the cost of this project. The committee also discussed the use of a t-sign monument instead of a gateway

Parking Committee
Repairs and Maintenance: Update
The lights for the parking lot have been properly repaired. In regards to the parking lot steps Chuck Ross said the steps need to be fixed or gotten rid of within 30 days. Fred Grand provided his contact – Victor Herroni of Herroni Concrete – to get this done.

Upcoming Events Update
Fiesta Cinco de Mayo: May 5-6, 2018

Announcements and Community Updates
Jason Weitz – Senator Atkins Office
Senator Atkins was sworn in as Senate President Pro-tem on April 13th. The budget for FY19 is in process. Bill SB827 - Land Use Control - did not pass. SDGE is providing customers a credit called the CA Climate Credit in the amount of $33.53. The credit will be reflected in April and October statements.
Vanessa Bernal-San Diego City Council
Mayor Faulconer's proposed budget for FY19 is set to be released mid-April. 250th Commemoration of CA committee meeting will be on May 1st at the Café Coyote.

Linda Acuna-Immaculate Conception Church
Easter services went well with a double service. The Immaculate Conception is set to celebrate its 101st anniversary. The 170th anniversary of when Mass began in Old Town is also upcoming. The SOHO Adobe Chapel is open by appointment. Unfortunately, there are not enough people to man it.

Unfinished Business
None
New Business
none

Meeting adjourned, 10:16 A.M.
Next regular Chamber meeting is scheduled for Wednesday May 16, 2018.
Respectfully submitted,

Signed: _____________________________
       Jeanne Ferrell, Secretary
Old Town San Diego  
Chamber of Commerce  
Board of Directors Retreat  
April 18, 2018  
Hacienda Hotel

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<th>BOARD MEMBERS PRESENT</th>
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<td>Fred Grand</td>
<td>Steve O’Kane, Board Retreat Facilitator</td>
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<td>Jeanne Ferrell</td>
<td>Sunny Lee, Executive Director</td>
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<td>Michael Howland</td>
<td>R. Elisha McLemore, Chamber Staff</td>
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<td>Diane Powers</td>
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Call to Order  
Fred Grand called the meeting to order at 10:26am.

Welcome Of Board Members/Staff  
Board President Fred Grand welcomed those in attendance for attending this year’s Board of Directors retreat. Grand thanked the board members for their commitment to the Old Town Community. He thanked Sunny Lee for putting together the agenda for this morning.

Goals for this Retreat  
Retreat Facilitator began the retreat by asking the attendees what were their goals for the retreat.

Christine Smith: better event organization/less chaos

Steve Blassingham: new events/non-profit designation/better event organization

Patty Ducey Brooks: discuss obstacles & opportunities/grow awareness of Old Town

Michael Howland: ideas to allocate resources

Chuck Ross: cohesive vision for board

Fred Grand: chamber staff receives clear direction on board’s desires
Sunny Lee: better direction from board/what seeds to plant for future plans

Jeannie Ferrell: recharge commitment to board

Diane Powers: create more quality for Old Town/keeping the history but bring in more beautification

David Thornton: share ideas to create a vision & plan to move Old Town forward

Ramzi Murad: would like a new vision for Old Town

Strategic Focus Question:
Facilitator Mr. O’Kane put retreat attendees in four groups to answer the following scenario:

“The Mayor is going to visit Old Town San Diego Chamber of Commerce in 5 years to give an award for the most effective Business Improvement District in San Diego. You have 5 years to implement new programs or to improve existing ones. Think strategically about where you would like to be in 5 years.

Now it is 5 years later and the Mayor arrives to meet with you and hear about the best BID in San Diego. What are you going to present?”

Group Highlights

Group 1: Sunny, Ramzi, Patty
- Identify & improve existing programming
- BID member survey
- Have Old Town officially named “Birthplace of California”

Group 2: Fred, Chuck, Dave
- More emphasis on historic sites
- Create a walking trail that utilizes technology (app) to visitors history of trail
- Horse-drawn wagon for trail
- Founder’s Day Celebration w costuming & food

Group 3: Diane, Christine, Steve
- Create a walking path that goes to Presidio Park
- Botanical Gardens with local foliage

Group 4: Michael, Jeannie, Linda
- Safety Barricades for events that can be easily moved
- Parking – Multi-level parking structure
- Small roundabout for Lynwood Street w historic sculpture in the middle

The groups were then advised to vote on & discuss the most important ideas discovered during the group session.

- 250th Commemoration of CA
- Presidio Park walking trail
- Founder’s Day
FY19 Budget Review
Other funding sources were discussed
- Grants
- Solicitation of vendors
- Private donations

Executive Director Role
- Utilize the resources of all board members
- Monthly recap of goals accomplished
- Allow her to do her job
- Eliminate activities that don't utilize her time wisely
- Communication w/ BID members: Newsletter

Closing Remarks
Facilitator Mr. O’Kane stated attendees covered a lot of ground and had clear vision of the direction the board wanted to go. The only issue would be implementing the ideas discussed.

Grand thanked Mr. O’Kane for his help and attendees for their participation.

Meeting Adjourned at 2pm.
Executive Director Monthly Report
April 2018

Committee Meetings

Design Committee: April 5, 2018
- Wayfinding Sign Project
- Historical Banner Project
- Gateway Sign Project

Organization Committee: April 10, 2018
- Harney Street Market
- Employee Handbook/Employment Paperwork
- Board Retreat
- 250th Commemoration

Promotions Committee: April 12, 2018
- Presentation: Carolyn Howard - PassPort to San Diego
- Co-op ads - Phoenix Magazine
- KUSI/KFMB Update
- Arts and Crafts Fair
- Taste + Tequila, November 29, 2018
- Dia de los Muertos, November 1-2, 2018

Design Committee: April 12, 2018
- Wayfinding Sign Project
- Gateway Sign Project

Board Retreat: April 18, 2018

Additional Meetings

April 5, 2018: Fiesta Cinco de Mayo Meeting
April 9, 2018: Steve O’Kane, Retreat Facilitator
April 11, 2018: Old Town Community Planning Group
April 16, 2018: Patty Ducey Brooks, Promotions Chair
April 17, 2018: City Council, BID Budgets and Placemaking
April 19, 2018: Fiesta Cinco de Mayo Meeting
April 23, 2018: Aine Kmen, Temecula Olive Oil
April 24, 2018: State Park Merchants Marketing & Events Meeting
April 24, 2018: Fiesta Cinco de Mayo Meeting
April 25, 2018: Anna Wan Wan-Christie, Craig Benedetto - ofo bikeshare company
April 26, 2018: BID Alliance Board Meeting
April 26, 2018: SDTA Social Media Workshop

Completed Projects:
- RFP 2018-1 - Harney Street Market Manager Services
- Interim agreement between Ron LaChance and the Chamber

New Projects:
- Prepare grant proposal for Gateway Sign
- Create a list of media sources for promotions committee
- Create a list of funding sources for fundraising activities
- Begin planning for the annual Arts and Crafts show
- Complete application for 501(c)3 status
- Create sponsorship deck for Old Town Chamber of Commerce
- Create sponsorship deck for 250th Commemoration of San Diego
- Create employee handbook and employment documents for Chamber Staff

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
- Facilitate wayfinding project
- Facilitate communication between legal counsel and Paris Davis

Future Projects:
- Begin planning for Dia de los Muertos
- Begin planning for Taste + Tequila
- Create a Membership Brochure