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 – October 17, 2018

   Item

   Action

6. Committee Reports
   a. Organization Committee

Action Items:

   i. Financial Reports
      1. Accept the financial report - May 2018
      2. Accept the financial report - June 2018
      3. Accept the financial report - July 2018
      4. Accept the financial report - August 2018
      5. Accept the financial report - September 2018
      6. Accept the financial report - October 2018
7. Accept the financial report - November 2018
8. Accept the financial report - December 2018

ii. Harney Street Market
   1. Update

iii. Board Elections
   1. Elect 2019 Officers of the Board

a. Promotions & Marketing Committee
   i. Fiesta Cinco de Mayo
      1. Recommended Motion:
      
      To approve of the Fiesta Old Town Cinco de Mayo partnership agreement between Old Town Chamber of Commerce and Historic Old Town Community Foundation.
      
      ii. Taste & Tequila
      iii. Founders Day Street Festival 2019
      iv. Next Promotions Meeting
      
      1. Thursday, February 7, 2019, 8:30 a.m., Cafe Coyote

b. Design Committee - Update
   i. Old monument
   ii. Gateway Sign update
   iii. Historical Banners

c. Parking Committee - Update

7. Executive Director Update
   a. Monthly report – November 2018, December 2018
   b. 250th Commemoration of San Diego

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, February 20, 2018, 8:30 a.m.

11. 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.
Board of Directors Meeting Minutes

January 16, 2019 / 8:30 AM / Mormon Battalion

Directors Present:
Fred Grand, Chuck Ross, Steve Blassingham, Ramzi Murad, David Thornton, Linda Acuna, Patty Ducey-Brooks, Diane Powers, Christine Smith, Jason Farran

Directors Absent:
Jeanne Ferrell, Michael Howland, Justine D. Lee

Staff:
Sunny Lee, R. Elisha McLemore

Guests:
Elder Brad Allen, Sister Dantzelle Allen, David Surwilo, Ricardo Pinon, Vanessa Bernal, Michaela Valk

Fred Grand, President, called the meeting to order at 8:39 a.m. Introductions of members and visitors were made.

Non-Agenda Public Comment

Welcome
Old Town Chamber of Commerce welcomes Elder & Sister Allen who have replaced Elder & Sister Hemingway. They will be at the Mormon Battalion for the next 2 years.

Thank You
Many thanks were given to Board member Diane Powers for allowing the Chamber the use of Casa Guadalajara for our Annual meeting on December 10, 2018. Chuck Ross expressed thanks to Fred Grand and Sunny Lee for a great annual meeting.

Officer Surwilo & Officer Pinon – San Diego Police Department
Officer Surwilo stated the reasons that both officers haven’t been at the meeting was due to being on patrol on Wednesdays. But they have moved it to Thursdays so they can attend our board meetings. Officer Pinon then informed attendees to email them about homeless concerns near Presidio Park. Both
Officers took turns answering the questions about whether homeless numbers are going up, changes to drug laws and jail overcrowding, which has led to an influx of homeless on the streets. The officers reminded attendees to not enable the homeless with money or food and to report any issues to them via email.

**Administrative Items**

A. Board Administrative Items and/or non-agenda comment
   - Implement Role Call Voting
B. Request for Agenda revisions (continuances, changes in order, etc.)
   - Remove Retreat Minutes from action item
C. Conflict of Interest Declarations on Agenda Items

**Approval of Minutes** - Minutes were presented from regular Board of Directors meeting on October 17, 2018. Correction to Minutes: Change Michael Thornton to Michael Howland. Correct spelling to Michaela Valk’s name.

**MOTION:** To approve the minutes of October 17, 2018 with corrections

M/S/A Ramzi Murad/Steve Blassingham (#1-16-19-1) - Motion Passed 7 (A) Chuck Ross, Jason Farran

**Organization Committee**

**Accept Financial Reports**

Financial Reports are tabled until next meeting.

**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 2019-2020

**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: Chuck Ross / Diane Powers (#1-16-19-2) - Motion Passed 8-0-0

**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: Patty Ducey-Brooks / Ramzi Murad (#1-16-19-3) - Motion Passed 8-0-0

**Motion to nominate Linda Acuna 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.
Motion to nominate David Thornton 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.

Design Committee
Archway Sign:
There are issues with the placement of the archway with approval pending from the City planning department.

Caltrans Monument:
Still looking for the perfect location; there are several possibilities.

Banners:
Holiday banners need to come down. Once that occurs, the new Historical banners will be put up.

Promotion Committee
Taste & Tequila Update:
The Taste & Tequila event made over $18K, with a net profit of $11k for the Chamber. Everyone enjoyed the event.

Upcoming promotions include Hawaii News, Edible Magazine and Maritime Museum.

Upcoming Events Update
Fiesta Cinco de Mayo: May 4-5, 2019

Announcements and Community Updates
Vanessa Bernal-San Diego City Council
Councilmember Ward will be in Old Town on January 24th at 2pm for his business walk and will talk to some of the business owners about their concerns & needs.

Michaela Valk – Assemblymember Todd Gloria’s Office
Ms. Valk shared new laws that have come in to play in San Diego County: Straws are only given upon request. Kids’ meals now have only water or milk offered. Other beverages can be ordered upon request. A more comprehensive list is being compiled of all the new laws.

Unfinished Business
None

New Business
none

Meeting adjourned. 10:05 A.M.
Next regular Chamber meeting is scheduled for Wednesday Feb 20, 2018.
Respectfully submitted,

Signed: ____________________________
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PARTNERSHIP AGREEMENT
for the Fiesta Old Town Cinco de Mayo 2019
between the Old Town Chamber of Commerce and the Historic Old Town Community Foundation

HISTORIC OLD TOWN COMMUNITY FOUNDATION TO PROVIDE:
- Opportunity to activate Harney with vendors. All funds & proceeds would go direct to the Chamber.
- 10x10 booth on San Diego Ave to promote 250th Anniversary. Booth to serve as the official event information booth.
- 250th Anniversary logo on website & promotional materials
- 250th Anniversary mentioned in all calendar notices & press releases
- 20% of sponsorship revenue for any sponsors brought in by Chamber
- COI additionally insuring the Chamber

OLD TOWN CHAMBER OF COMMERCE TO PROVIDE:
- Secure & manage vendors for Harney
- Allow event to pull abc permit under Chamber non-profit
- Apply for partial Police fees reimbursement
- Executive Director to play an active role on the Fiesta Committee
- Assist in securing volunteers to help with trash pickup
- Secure donated dumpsters for the event

Sunny Lee, Old Town Chamber of Commerce

Jeanne Ferrel, Historic Old Town Community Foundation

Date

Date
Promotions Committee Meeting
Thursday, January 3, 2019 @ 8:30 AM
Cafe Coyote, 2461 San Diego Avenue

Meeting Minutes

1. Called to Order: 8:36 a.m.

2. Present:
   a. Committee Members: Christine Smith, Patty Ducey Brooks, Linda Acuna
   b. Guests: Joe Terzi, San Diego Tourism Authority; Marlee Ehrenfeld, MJE Marketing

3. Public Comment: None

4. Patty Ducey-Brooks comments/changes to order of agenda: None

Action Items

5. 250th Commemoration of Old Town/San Diego
   a. Presenter: Joe Terzi, San Diego Tourism Authority
      i. Discussed logo completed by SDTA and marketing/PR activity.
         Requested meeting between OTSD, SDTA and City to discuss further.
      ii. Upcoming Events to be branded 250th:

250th Old Town Events 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 12, 2019</td>
<td>Antonio Garra Day</td>
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<tr>
<td>January 26, 2019</td>
<td>Mormon Battalion – Community event and parade</td>
</tr>
<tr>
<td>Throughout the Year</td>
<td>Presidio Heritage Trust – Lectures</td>
</tr>
<tr>
<td>May 3-5, 2019</td>
<td>Fiesta Cinco de Mayo</td>
</tr>
</tbody>
</table>
September 14-15, 2019 | Founders Day Festival
---|---
November 1-3, 2019 | Dia de los Muertos Festival and Procession

b. Founders’ Day Street Festival: September 14-15, 2019

6. Promotions Activities
   a. FY2020 Budget - update next meeting
   b. KFMB Update - no update
   c. Graphic Design Activity - no update
   d. Video Promotions for Chamber office/Poster ads - no update
   e. New activities - none

7. Past Events
   a. Dia de los Muertos, November 1-4, 2018
   b. Holiday Market: December 15, 2018

8. Upcoming Events
   a. Taste + Tequila - January 10, 2018
      i. Sunny to send a reminder today to all restaurants

9. Cinco de Mayo: May 3-5, 2019

   Motion made by P.Ducey Brooks:

   *Recommend Board approval of the Fiesta Old Town Cinco de Mayo partnership agreement between Old Town Chamber of Commerce and Historic Old Town Community Foundation.*

   Seconded by L. Acuna - Motion Passed (C. Smith abstained)

10. Member Comments:
    a. P. Ducey Brooks requested acknowledgement that due to civic responsibility each event held in Old Town must be presented to the Promotions Committee for recommendation to the board to provide a letter of support to the City of San Diego Special Events Department.

11. Schedule next meeting
    a. February 7, 2019, 8:30 a.m., Cafe Coyote

12. Adjourned: 10:20 a.m.
Executive Director Monthly Report
November 2018

Committee Meetings

Promotions Committee: November 8, 2018
- Taste + Tequila, November 29, 2018
- Dia de los Muertos, November 1-2, 2018
- Holiday Market, December 15, 2018

Organization Committee: November 20, 2018
- Harney Street Market
- 250th Commemoration
- Parking lot repairs

Additional Meetings

November 6 – Holiday in the Park

New Projects:

- Create public monthly e-newsletter
- Facilitate fundraising activities

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
- Create employee handbook and employment documents for Chamber Staff
- Facilitate MAD Formation Research
- Facilitate communication between legal counsel and Paris Davis
- Coordinate Taste & Tequila event
- Complete Creative Communities Grant Application for Dia de los Muertos
- Facilitate planning for 250th Commemoration events in Old Town San Diego

Future Projects:
- Create a Membership Brochure
- Create a video marketing plan for Visitor Center advertisers
- Complete EDTS grant RFQ
- Complete EDTS grant RFP
- Complete Creative Communities RFP

Completed Projects:
- Remove encampment from Harney parking lot
- Neighborhood Reinvestment Grant 2018
- Create a list of media sources for promotions committee
- Neighborhood Reinvestment Grant Application for 2019
- Remove encampment from Harney parking lot
- Create a list of funding sources for fundraising activities
- Plan Dia de los Muertos Procession/Market
- Complete Creative Communities RFQ
Executive Director Monthly Report
December 2018

Committee Meetings

Promotions Committee: December 6, 2018
- Taste + Tequila, January 10, 2019
- Dia de los Muertos, November 1-3, 2019
- Holiday Market, December 15, 2018

Design Committee: December 3, 2018
- Gateway Project update
- Entry way project update
- Historical Banner

Additional Meetings

December 4, 2018 – Presentation at USD Nonprofit Leadership Course
December 5, 2018 – Paul Thornton – 250th Old Town Music Festival
December 5, 2018 – Sara Zakaria – OTSD 2019 Fundraising activities
December 7, 2018 – OTSD Board Election Ballot Counting
December 10, 2018 – OTSD Annual Meeting/Holiday Mixer
December 11, 2018 – Fiesta Old Town Cinco de Mayo
December 12, 2018 – Cindy Kodama, Suzy de la Pena – City of San Diego Special Events Department - 2019 Dia de los Muertos Safety Planning
December 13, 2018 - Presentation at USD Nonprofit Leadership Course
December 13, 2018 – Lori Bruser – Radio Latina
December 14, 2018 – Amy Webb, National Trust for Historic Preservation
December 15, 2018 – Old Town Holiday Market
December 18, 2018 – Joe Terzi, San Diego Tourism Authority – 250th Commemoration of San Diego

New Projects:

- Create public monthly e-newsletter
- Facilitate fundraising activities
- Organize event planning meetings for 2019
- Complete EDTS grant RFQ
- Prepare evaluation materials
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
- Create employee handbook and employment documents for Chamber Staff
- Facilitate MAD Formation Research
- Facilitate communication between legal counsel and Paris Davis
- Coordinate Taste & Tequila event
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Future Projects:

- Create a Membership Brochure
- Create a video marketing plan for Visitor Center advertisers
- Complete EDTS grant RFP
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Completed Projects:

- Remove encampment from Harney parking lot
- Neighborhood Reinvestment Grant 2018
- Create a list of media sources for promotions committee
- Neighborhood Reinvestment Grant Application for 2019
- Remove encampment from Harney parking lot
- Create a list of funding sources for fundraising activities
- Plan Dia de los Muertos Procession/Market
- Complete Creative Communities RFQ
- Create job description for 250th Founders Day Spring 2019 intern