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 – January 16, 2019       Action Item

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

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.
6. Accept the financial report - October 2018
7. Accept the financial report - November 2018
8. Accept the financial report - December 2018
9. Accept the financial report - January 2019

ii. FY 2020 BID Budget
    1. Resolution to enter into an agreement with the City of San Diego
    2. Designate Authorized Signers
       a. Agreement with the City
       b. Disbursement and reconciliation report
       c. Requests for reimbursement
       d. Program reports

iii. San Diego County Community Enhancement Program
    Resolution to file an application with the County of San Diego for the
    Community Enhancement Program funding during the 2019-2020 fiscal year.

iv. Harney Street Market
    1. Contract amendment - Payment terms

a. Promotions & Marketing Committee
   i. Fiesta Cinco de Mayo
      1. Process outline
   ii. Taste & Tequila - October 3, 2019
   iii. Founders Day Street Festival, September 14-15, 2019
   iv. Next Promotions Meeting
      1. Thursday, March 7, 2019, 8:30 a.m., Cafe Coyote

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

c. Parking Committee - Update

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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.
7. Executive Director Update
   b. 250th Commemoration of San Diego
8. Unfinished business
   a. Evaluation of CAM Services contract
10. Next Old Town Chamber of Commerce meeting date
   a. Next Meeting - Wednesday, March 27, 2018, 8:30 a.m.
11. Adjourn
Board of Directors Meeting - Closed Session
Wednesday, February 20, 2019 @ 10:00 AM
Mormon Battalion, 2510 Juan Street

AGENDA

1. Call to Order

Action Items:
   i. Staffing Recommendations

7. Adjourn
Old Town Community Parking District
Wednesday, February 20, 2019 @ 10:30 AM
Mormon Battalion, 2510 Juan Street

AGENDA

1. Call to Order

2. 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

Action Items:
   i. Transit Priority Area Parking
   ii. Elect new Chair for Old Town Community Parking Advisory Committee

7. Adjourn
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 Blossingham (#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: ______________________________
   Linda Acuna, Secretary
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Old Town San Diego Chamber of Commerce
2415 San Diego Ave., STE 104 San Diego, CA 92110 • (619) 291-4903

Old Town Business Improvement District

Annual Budget Narrative of Proposed Activities and Improvements for FY2020

For the Old Town BID, the BID Assessments will be used for the Activities and Improvements proposed to be undertaken in FY20 to benefit the assessed businesses by enhancing the competency of the businesses and encouraging the patronage of businesses, are described below and categorized according to the type of expenses incurred in providing the activity or improvement.

Personnel and Operating
Personnel and Operating expenses support the functioning of the Old Town BID including:

- Governance and functioning of Old Town Chamber of Commerce/BID and maintenance of office, meeting space and paying for utilities.
- Maintain the Old Town Visitors Center. The Visitor Center allows visitors to see the businesses in Old Town. Old Town businesses can put their promotional materials, business cards, etc. for the visitors to pick up. The Visitors Center is manned by volunteers answering visitor questions and directing visitors to business they are looking for i.e. restaurants, hotels, retail, and service related businesses. This provides a way for the Old Town small businesses to promote their businesses who have limited budgets for advertising.
- Risk Management through obtaining and keeping various insurance
- Monthly board meetings noticed and held in accordance with the Brown Act (Meetings are scheduled for the 3rd Wednesday of each month. The Chamber and Committees are dark in August and December). Post meetings to Old Town Chamber web site calendar and at the Old Town Chamber office.
- Promotions Committee – Held the 1st Thursday of each month.
- Design Committee – Held the 2nd Monday of each month.
- Bookkeeping, bill-paying, and management of cash flow.
- Audit and tax preparation
- Preparation of required reports and reconciliation reports for assessments received for meetings and BID related expenses.
- Staff salary/wage, benefits, taxes and worker’s comp insurance.
- Coordination of quarterly business mixers at various business locations in the OT BID.
- Coordination of special events such as the annual Art & Craft Show Old Town and the Taste of Old Town.

Page 1
• Coordination and oversight of weekly Old Town Harney Street Market held on Harney Street, in the heart of Old Town. The market has been expanded to Sunday. The Harney Street Market increases foot traffic to the businesses in that area and provides another event for locals and visitors to attend. Funding from the market augments the BID activities by the Promotions and Design Committees. This program also supports the staff costs and office operations.

**Outreach and Marketing Program**

The Old Town BID’s outreach and promotion activities include:

• Radio and TV promotions during the months of October through March.
• Advertise in the various publications, i.e. SD Tourism Authority, publications out of San Diego to promote Old Town, and Old Town Visitor’s Guide.
• Maintain and enhance our web site. Post Old Town events to notify visitors to Old Town of activities that promote the business district. Continue updating the business directory with new Old Town businesses to allow for visitors to locate a specific business. The website is maintained by staff and host site.
• Mail information in response to visitor requests received either by email from the Old Town web site or by correspondence.
• Maintain a successful cooperative advertising program whereby member businesses have the opportunity participate in cooperative advertising in publications that help promote Old Town businesses; i.e. Phoenix Magazine, and other local publications.
• Additional promotional programs and outreach as the Promotions Committee deems is effective in promoting the Old Town Business District.

**Design Committee Program**

• Rotate display of seasonal banners featuring the Fiesta Old Town Cinco de Mayo, the Presidio, Shop, Dine, History and Music, and Holiday Banners. Additional set of banners to replace the holiday banners and supplement the existing banners.
• With over four million visitors visiting Old Town, it is important to maintain the commercial district revitalization. This is accomplished through quarterly steam cleaning of the core sidewalks and trash barrels and ensuring safety issues are addressed in coordination with the City. Additional tasks include trash barrels that are maintained three times a week, painting of utility boxes and other enhancements as funding is available.
• Manage the comprehensive signage program. Portions scheduled to be implemented will guide visitors to historic sites, parking, shops and businesses. These will be accomplished as additional funding becomes available.
• Additional programs as the Design Committee deems is effective in enhancing the Old Town Business District.

**Special Events**

• Produce the Day of the Dead event that brings over 35,000 visitors to Old Town.
• Produce the Founders' Day Festival to commemorate 250 years of San Diego. Expected to bring 35,000 visitors to Old Town San Diego.
• Co-sponsor Las Posadas event that brings over 1,000 visitors to Old Town.
• Co-sponsor the Fiesta Old Town Cinco de Mayo that brings over 170,000 visitors to Old Town. The event’s promotional campaign for Fiesta Old Town Cinco de Mayo was valued at over $425,000.

Old Town Community Parking District

The Old Town San Diego Chamber of Commerce is the management corporation that oversees the Old Town Community Parking District

• The Old Town Community Parking District acquired the lease to the City parking lot in order to continue having free public parking throughout Old Town. This is a benefit to the Old Town business district that allows other organizations to not charge for parking at their facilities; i.e. Old Town State Historic Park, City on street parking, and Caltrans. Not having to charge Caltrans employees for parking allows the Old Town Community to use Caltrans’ 800+ spaces for visitors to park for free after business hours during the week and on the weekends.
• The Old Town Community Parking Advisory Committee consists of 7 members. The Old Town Chamber of Commerce provides five (5) board members to serve on the Old Town Community Parking Advisory Committee to ensure the concerns of the business district are addressed. The other 2 members are residents selected by the Old Town Community Planning Group.
• The committee meets as needed and is generally held the 2nd Tuesday of the month to address parking issues and needs.
• The Old Town Chamber of Commerce currently funds the maintenance which is derived from parking revenues from the events.

Notes/Comments and Contribution from Other Sources

• The Old Town Chamber of Commerce/BID oversees the San Diego County Community Enhancement Program Grant to promote Dia de los Muertos and other activities. This program allows other BID funds to be used for additional promotional and business district enhancement activities. The Old Town Chamber of Commerce/BID has been successful in receiving $7,500 to help fund the event and other activities.
• The Old Town Chamber of Commerce/BID also partners with the Historic Old Town Community Foundation to produce the Fiesta Old Town Cinco de Mayo which provides approximately $420,000 of promotional advertising.
Resolution


WHEREAS, the Old Town Business Improvement District is a legally constituted nonprofit corporation, under the laws of the State of California, completely directing and in complete control of its own affairs through its own officers or members;

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Old Town Business Improvement District hereby certifies that it agrees entering into an Agreement with the City of San Diego; further, that the Old Town Business Improvement District, whose name is subscribed below, has authority to sign this Resolution.

NOW, THEREFORE, this Resolution was approved and adopted at the duly held regular meeting of the Board of Directors of the Old Town Business Improvement District this 20th day of February 2019.

Approved this 20th day of February 2019.

By: ______________________________________

Name: Linda Acuna
Title: Secretary
Old Town Business Improvement District
CITY OF SAN DIEGO
FY 2020 AUTHORIZED SIGNATURES

Please provide the information listed below to certify the designated individuals authorized to sign documents on the agency’s behalf. Self-certification is not acceptable, a second signature is required. Please submit a new form each time any of the listed information is revised during this contract period.

**BID:** Old Town Chamber of Commerce

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Resolution

THE BOARD OF DIRECTORS OF THE OLD TOWN SAN DIEGO CHAMBER OF COMMERCE APPROVES THE FILING OF AN APPLICATION WITH THE COUNTY OF SAN DIEGO COMMUNITY ENHANCEMENT PROGRAM FUNDING.

WHEREAS, the Old Town San Diego Chamber of Commerce is a legally constituted nonprofit corporation, under the laws of the State of California, completely directing and in complete control of its own affairs through its own officers or members;

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Old Town San Diego Chamber of Commerce hereby approves the filing of an application with the County of San Diego Community Enhancement Program funding for the County’s 2019-2020 Fiscal Year.

This Resolution was adopted at a regular meeting of the Board of Directors of the Old Town San Diego Chamber of Commerce this 20th day of February 2019.

Linda Acuna, Secretary
Executive Director Monthly Report  
January 2019

Committee Meetings

Promotions Committee: January 3, 2019
- Taste + Tequila, January 10, 2019 – Recap
- Dia de los Muertos, November 1-3, 2019
- Graphic Design Update
- KFMB Update

Organization Committee: January 8, 2019
- Harney Street Marketing Campaign
- Board Elections/Officer Nominations
- 2019 Board Retreat

Additional Meetings/Events
January 8, 2019 – KFMB/CW8 – Taste and Tequila spot
January 9, 2019 – Ilene Kipnis, Intercom Radio
January 9, 2019 – Old Town Community Planning Group
January 10, 2019 – Taste & Tequila
January 14, 2019 – Erica Miles, KHON, Hawaii News
January 15, 2019 – Scott White, Edible San Diego
January 16, 2019 – Creative Communities RFP Workshop
January 17, 2019 – 250th Recognition Meeting, Port of San Diego
January 17, 2019 – Fiesta: Cinco de Mayo
January 22, 2019 – Paulina Porter – Tapia, San Diego City Beat
January 24, 2019 – BID Alliance
January 24, 2019 – Ron LaChance, Harney Street Market
January 24, 2019 – Councilmember Chris Ward, Old Town Business Walk
January 24, 2019 – Jocelyn Maggard, City of San Diego Economic Development
  Department, Site Visit
January 26, 2019 – Mormon Battalion Community Event
January 30, 2019 – Leticia Gomez, San Diego Creative Communities Office Hours
January 30, 2019 – Paulina Porter-Tapia, San Diego City Beat
January 31, 2019 – Fred Grand and Chuck Ross – Executive Director Annual Review
January 31, 2019 – Old Town Events Meeting
January 31, 2019 - Fiesta: Cinco de Mayo
New Projects:

- Create public monthly e-newsletter
- FY2020 BID Budget Process
- Community Enhancement Program Application/Video

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
- Facilitate planning for 250th Commemoration events in Old Town San Diego
- Facilitate fundraising activities
- Organize event planning meetings for 2019

Future Projects:

- Create a Membership Brochure
- Create a video marketing plan for Visitor Center advertisers

Completed Projects:

- Prepare evaluation materials
- Creative Communities RFP
- Plan and Coordinate Taste & Tequila event
- Facilitate Old Town Events Meeting
CONFLICT OF INTEREST POLICY

Officers, directors, members, committee members, staff members and volunteers of the Old Town Chamber of Commerce shall avoid taking actions that give the appearance of being motivated by private gain. Such persons are subject to all applicable federal, state, and local conflict of interest laws, regulations and policies, including but not limited to California Corporations Code sections 7230-7238 (applicable to nonprofit mutual benefit corporations) and California Corporations Code sections 5230-5240 (applicable to nonprofit public benefit corporations). This policy is not intended to supersede, negate or otherwise invalidate any statute, ordinance or policy, but is intended to supplement authorities governing these subjects.

No contract may be entered into by the Old Town Chamber of Commerce if one of its officers, members, directors, committee members, staff members or volunteers has a material financial interest in the contract or transaction, except in the following circumstances:
(1) The material facts as to the contract or transaction and as to the party’s interest are fully disclosed or known to the member, board or committee voting on the matter;
(2) The contract or transaction is approved by the members, board or committee in good faith, by a vote sufficient without counting the vote of the interested party or parties;
(3) The interested party or parties abstains from voting on the matter;
(4) The contract or transaction is just and reasonable to the Old Town Chamber of Commerce at the time it was authorized, approved or ratified;
(5) The interested party or parties shall not actively participate in the decision about the contract or transaction, except to answer questions or provide a broad explanation;
(6) The action is recorded in meeting minutes, noting which members voted, how the members voted, and identifying any members who abstained from voting.

A violation of any provision of this policy shall be grounds for removal of the officers, directors, members, committee members, staff members or volunteers from their positions with the Old Town Chamber of Commerce. A contract or transaction entered into in violation of this Conflict of Interest Policy shall be void and unenforceable.

I have read and understood the above Old Town Chamber of Commerce Conflict of Interest Policy and agree to abide by its terms and provisions.

Name: ___________________________  Signature: ___________________________

Position: __________________________

Date: ___________________________