



## 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, May 22, 2019 @ 8:30 AM  
Fairfield Inn & Suites, 3900 Old Town Avenue

#### 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 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.

a. Promotions & Marketing Committee

- i. Fiesta Cinco de Mayo
- ii. Taste & Tequila - October 3, 2019
- iii. Founders Day Street Festival, September 14-15, 2019
- iv. Next Promotions Meeting
  - 1. Thursday, June 6, 2019, 8:30 a.m., Cafe Coyote

Information Item

b. Design Committee - Update

- i. Gateway Sign/Entryway Sign update
- ii. Wayfinding Sign update
- iii. Historical Banners

c. Parking Committee - Update

**7. Executive Director Update**

- a. Monthly report - April 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, June 19, 2018, 8:30 a.m.

Action Item

**11. Adjourn**

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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

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

### Directors Present:

Fred Grand, Steve Blasingham, Ramzi Murad, Linda Acuna, Bob Barros, Chuck Ross, Patty Ducey-Brooks, Diane Powers

### Directors Absent:

Jason Farran, Christine Smith, David Thornton

### Staff:

Sunny Lee, R. Elisha McLemore

### Guests:

Elder Brad Allen, Sister Dantzelle Allen, Vanessa Bernal, Zach Bunshaft, Alissa Gabriel, Michaela Valk, Denella Blount

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

### Non-Agenda Public Comment

#### **Officer Surwilo – SD Police Dept.**

The department shift change is set to occur mid-May. Officer Surwilo reminded meeting participants to make use of the non-emergency number. He spoke briefly about the ongoing homeless problem and explained how to report any homeless related issues. He also recommended the use of the Get It Done app.

### 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 March 27, 2019.**

**M/S/A Ramzi Murad/Steve Blasingham (#4-17-19-1) - Motion Passed 5-0-3 A Chuck Ross, Patty Ducey-Brooks, Fred Grand**

### **Organization Committee**

#### **Financial Reports Update**

Mary Joseph has been hired and will start on April 18. Her first order of business is to inspect the Chamber QuickBooks.

#### **Harney Street Market Update**

The new logo has been approved. Chuck Ross requested that market revenue be included in next month's board meeting.

#### **Promotion Committee**

*Cinco de Mayo:*

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

*Taste & Tequila 2019:*

15 tickets have been sold so far. There will be another City Beat sweepstakes to promote the Taste.

*Founder's Day Street Festival:*

There's research for breweries to sign up for festival. There was discussion on the footprint of event.

#### **Design Committee**

*Wayfinding Signs:*

Signs are being damaged. 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**

**Zack – Rep for Congresswoman Susan A Davis**

Mr. Bunshaft briefly introduced himself and offered support to the Old Town Chamber board. Congresswoman Susan Davis's office is up for a constituents' service award - the Democracy Award - for helping over 800 constituents seek assistance with federal agencies; bringing back over 2 million for the district. Mr. Bunshaft also addressed board members concerns about ADA issues and frivolous law suits.

**Vanessa Bernal – Rep for Councilmember Ward’s Office**

The Mayor’s FY20 budget was released on April 11<sup>th</sup>. It was presented at Council on April 15<sup>th</sup> and the budget review process occurs on May 1<sup>st</sup>. Council approved the Convention Center Citizen Initiative to be placed on the March 2020 Special Election ballot. Scooters regulations will be coming to Council next week. In regards to the Presidio Drive becoming a one-way street, a quote has been offered to do a traffic study to research this possibility.

**Makaila Valk – Rep for Assemblyman Todd Gloria’s Office**

In June, the legislative is recognizing small businesses in San Diego including one from Old Town. Latino Caucus is offering a \$5k scholarship. Unfortunately, for the last 2 years no has applied. Ms. Valk asked those in attendance if they knew anyone who qualified to pass this info to them. On this upcoming Sunday, there will be an Easter basket drive for about 900 kids with baskets and bikes provided.

**Jason Weitz – Rep for Senator Pro Tem Toni Atkins Office**

Senate Bill 1 – Environmental Public Health & Workforce Defense Act – is heading to appropriations next month. Senate bill 451 - Historic Preservation Tax Credit – is also heading to appropriations next month. Last year a bill was passed to support Small business technical training. Local small business can contact SBBC for this free training. This month and in September, SDGE will be giving residents a \$30 tax credit on their energy bill.

**Unfinished Business**

None

**New Business**

none

Meeting adjourned. 10:40 A.M.

Next regular Chamber meeting is scheduled for Wednesday May 22, 2019.

Respectfully submitted,

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





## **Executive Director Monthly Report April 2019**

### **Committee Meetings**

#### **Promotions Committee: April 4, 2019**

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

#### **Organization Committee: April 9, 2019**

- **Harney Street Marketing Campaign**
- **MFJ Systems**
- **Old Town Lodging Meeting Update**

### **Additional Meetings/Events**

**April 4, 2019 – Merchants Meeting – OTSD Events**

**April 10, 2019 – Laurel McFarlane, McFarlane Promotions**

**April 10, 2019 – Old Town Community Planning Group**

**April 11, 2019 – Fiesta Cinco de Mayo**

**April 11, 2019 – Port of San Diego – 250<sup>th</sup> Commemoration Event**

**April 11, 2019 – City of San Diego, Economic Development & Intergovernmental Relations Committee**

**April 12, 2019 – Integrated Signs**

**April 13, 2019 – David Thornton, Old Town Trolley**

**April 15, 2019 – BID Alliance Executive Committee Meeting**

**April 16, 2019 – Kristy Frank, Casamigos**

**April 18, 2019 – Fiesta Cinco de Mayo**

**April 18, 2019 – Mary Joseph, MFJ Systems**

**April 23, 2019 - City of San Diego, City Council Hearing – BID Budget**

**April 24, 2019 – SDTA Social Media Workshop**

**April 25, 2019 – BID Alliance Meeting**

**April 25, 2019 – Fiesta Cinco de Mayo**

**April 30, 2019 – Mary Joseph, MFJ Systems**

### **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**