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  

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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Board of Directors Meeting Minutes

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 11th. It was presented at Council on April 15th and the budget review process occurs on May 1st. 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
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Executive Director Monthly Report
April 2019

Committee Meetings

Promotions Committee: April 4, 2019
- Día de los Muertos, November 1-3, 2019
- Graphic Design Update
- 250th 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 – 250th 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 250th 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 Dia de los Muertos