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, June 19, 2019 @ 8:30 AM
Mormon Battalion Historic Site, 2510 Juan Street

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. Arnie Garcia, SDG&E

4. Dennis Jackson, MTS

5. Announcements and Community Reports/Updates - 3 Minutes

6. 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

7. Approval of Minutes

   Old Town Chamber of Commerce Meeting – May 22, 2019
   Action Item

8. Committee Reports

   a. Organization Committee

Action Items:

i. Financial Reports

   1. Update
   2. MFJ Systems

ii. Approve Guerrero, Jimenez, Diaz & Co., LLP as Auditor for FY2019 Audit

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.
iii. Harney Street Market
   1. Promotions Update
      i. Old Town Lodging Meeting update
      ii. HOTCF merge update
   a. Promotions & Marketing Committee
      i. Taste & Tequila - October 3, 2019 Information Item
      ii. Founders Day Street Festival, September 14-15, 2019 (Street Closures)
      iii. Dia de los Muertos, November 1-3, 2019 (Street Closures)
      iv. Next Promotions Meeting
         1. Thursday, July 11, 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

9. New business

10. Next Old Town Chamber of Commerce meeting Date
    a. Next Meeting - Wednesday, July 17, 2018, 8:30 a.m. Action Item

11. Adjourn

FY 2020 OTSD Goals

1. Pursue every opportunity for grant funding
2. Create silent auction baskets promoting Old Town San Diego
3. More participation in State Park events including looking for funding sources
4. Take HOTCF under the wing of the Old Town Chamber of Commerce
5. More emphasis on Safe & Clean initiatives

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Board of Directors Meeting Minutes

May 22, 2019 / 8:30 AM /Mormon Battalion

Directors Present:

Fred Grand, Steve Blasingham, Ramzi Murad, Linda Acuna, Bob Barros, Chuck Ross, David Thornton

Directors Absent:

Jason Farran, Christine Smith, Patty Ducey-Brooks, Diane Powers

Staff:

Sunny Lee

Guests:

Vanessa Bernal, Brandon Torres

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

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 BOD meeting on April 17, 2019.
MOTION: To approve the minutes of April 17, 2019.
M/S/A Ramzi Murad/Steve Blasingham (#5-22-19-1) - Motion Passed 5-0-2 A Christine Smith, David Thornton, Fred Grand
Organization Committee

Financial Reports Update

Mary Joseph reviewed Chamber tax forms and the Chamber QBs. The plan is on July 1st the Chamber will begin the audit process and once that's complete, Mary Joseph will start a new QB.

Harney Street Market Update

There will be more advertising in coming months to promote the market.

Promotion Committee

Cinco de Mayo:
The wrap up meeting is June 6 at 8am at Café Coyote.

Taste & Tequila 2019:
20 tickets have been sold so far. There are paper tickets available for business owners who want to sale them on site.

Founder's Day Street Festival:
At the Promotions meeting on the 21st, the event organizer was chosen: McFarlane Promotions. There were four candidates and the Promotions Committee felt that McFarlane promotions were the best choice. At the next meeting there will be a presentation on the upcoming event. The Chamber received grant from Art & Culture this year for $12,215 with a portion going to Founder’s Day, DOD and Los Posada in the Park.

Design Committee

Gateway Entry Sign:
There were issues with the ground below where the sign is to be placed and the footing. The initial comments from the City Planning Department are the Chamber would have to have a seismic study done for the entry sign site. The City Planning Department has now conceded by stating if the footing of the sign is changed and the sign doesn't go below 7ft, there's potentially no need for the study.

Wayfinding Signs:
The signs have been repaired. The braces have been redesigned and the signs were reinstalled by Integrated Signs at no cost to the Chamber. Unfortunately 3 were knocked down by tours buses since then. The signs may have to be redesigned completely to avoid this happening in the future.

Upcoming Events Update

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
Vanessa Bernal – Rep for Councilmember Ward’s Office
MTS rep is willing to speak with the board. May 1st was the initiation of the budget season. The mayor released the May revise last week. 3 ranger positions - including one with Presidio Park - set to be removed have been saved with the budget revise. Councilmember Ward’s office is still attempting to allocate funding for the traffic study for Presidio Drive. 2 weeks ago the mayor announced 8 city properties throughout the city that are designated for supportive housing. One of the designated properties is the old Mission Hills Library. RFPs will be released in June.

The Vehicle Habitation proposal passed last week; Councilmember Ward was not in support due to the implied criminalization of the homeless in the proposal. The Scooters legislation passed this month; highlights were corrals for scooters, speed limit reductions along with insurance liability. This bill will be revisited in 6 months to ascertain what works and what doesn’t.

Unfinished Business
None

New Business
none

Meeting adjourned. 9:30 A.M.
Next regular Chamber meeting is scheduled for Wednesday June 19, 2019.
Respectfully submitted,

Signed: _______________________
Linda Acuna, Secretary
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Executive Director Monthly Report
May 2019

Committee Meetings

Promotions Committee: May 2, 2019
- Día de los Muertos, November 1-3, 2019
- Graphic Design Update
- 250th Founders’ Day Update

Promotions Committee: May 21, 2019
- 250th Founders’ Day Event Coordinator Selection

Organization Committee: May 14, 2019
- Harney Street Marketing Campaign
- MFJ Systems
- Board Retreat
- Old Town Lodging Meeting Update

Design Committee: May 6, 2019
- Entry Way Signage Update

Additional Meetings/Events

May 1, 2019 – Steven O’Kane, Board Retreat facilitator
May 1, 2019 – Marlee Ehrenfeld, MIG/MJE
May 3, 2019 – KUSI, Fiesta Cinco de Mayo media appearance
May 3, 2019 – Cinco de Mayo
May 4, 2019 – Cinco de Mayo
May 5, 2019 – Cinco de Mayo
May 8, 2019 – Mari Pili Becerra, Univison
May 8, 2019 – Old Town Community Planning Group
May 9, 2019 – Jen Singer, Jen Singer Events
May 13, 2019 – BID Alliance Executive Committee
May 16, 2019 – Cristina Ferrette, Torrey Pines Bank
May 17, 2019 – San Diego County Fair Orientation
May 20, 2019 – Steven O’Kane, Board Retreat Facilitator
May 21, 2019 – Laurel McFarlane, McFarlane Promotions
May 21, 2019 – City of San Diego, City Council Meeting, BID Budgets
May 22, 2019 – OTSD Board Retreat
May 23, 2019 – BID Alliance Board Meeting
May 29, 2019 – Laurel McFarlane, McFarlane Promotions
May 30, 2019 – Jen Singer, Jen Singer Events

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 Día de los Muertos