



## 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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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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**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 1<sup>st</sup> 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 21<sup>st</sup>, 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 1<sup>st</sup> 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

### Harney Street Weekend Market Revenue

**Week Receipts 2018-2019**
**Week Receipts 2019-2020**
**Week Receipts 2020-2021**

Week	Sat Receipts	Sun Receipts	M Total	Week	Sat Receipts	Sun Receipts	M Total	Week	Sat Receipts	Sun Receipts	M Total
1-Jul		\$1,540.80		6-Jul				1-Jul			
7-Jul	\$1,651.35	\$1,497.50		13-Jul				7-Jul			
14-Jul	\$1,496.95	\$1,410.75		20-Jul				14-Jul			
21-Jul	\$1,524.50	\$1,157.00		27-Jul			\$0.00	21-Jul			
28-Jul	\$1,777.00	\$1,589.00	\$13,644.85	3-Aug				28-Jul			\$0.00
4-Aug	\$1,812.20	\$1,399.00		10-Aug				4-Aug			
11-Aug	\$1,233.00	\$1,268.00		17-Aug				11-Aug			
18-Aug	\$1,277.75	\$1,184.00		24-Aug				18-Aug			
25-Aug	\$1,498.00	\$1,236.00	\$10,907.95	31-Aug			\$0.00	25-Aug			\$0.00
1-Sep	\$1,547.00	\$1,203.00		1-Sep				1-Sep			
8-Sep	\$1,586.00	\$1,318.00		8-Sep				8-Sep			
15-Sep	\$1,426.50	\$1,236.00		15-Sep				15-Sep			
22-Sep	\$1,362.00	\$1,159.00		22-Sep			\$0.00	22-Sep			
29-Sep	\$1,216.00	\$344.00	\$12,397.50	29-Sep				29-Sep			\$0.00
6-Oct	\$1,179.00	\$863.00		6-Oct				6-Oct			
13-Oct	\$1,232.00	\$1,244.00		13-Oct				13-Oct			
20-Oct	\$1,075.00	\$919.50		20-Oct			\$0.00	20-Oct			
27-Oct	\$1,718.50	\$1,319.50	\$9,550.50	27-Oct				27-Oct			\$0.00
3-Nov	\$2,922.00	\$2,366.91		3-Nov				3-Nov			
10-Nov	\$1,566.00	\$1,382.50		10-Nov				10-Nov			
17-Nov	\$1,439.00	\$958.00		17-Nov				17-Nov			
24-Nov	\$1,637.00	\$1,212.00	\$13,483.41	24-Nov			\$0.00	24-Nov			\$0.00
1-Dec	\$1,186.00	\$1,154.00		1-Dec				1-Dec			
8-Dec	\$1,156.00	\$892.00		8-Dec				8-Dec			
15-Dec	\$2,334.00	\$942.00		15-Dec				15-Dec			
22-Dec	\$1,521.00	\$1,083.50		22-Dec				22-Dec			
29-Dec	\$1,555.75	\$1,208.50	\$13,032.75	29-Dec			\$0.00	29-Dec			\$0.00
5-Jan	\$305.50	\$1,015.60		5-Jan				5-Jan			
12-Jan	\$1,067.50	\$1,083.00		12-Jan				12-Jan			
19-Jan	\$1,796.75	\$1,402.20		19-Jan				19-Jan			
26-Jan	\$1,796.25	\$1,244.30	\$9,711.10	26-Jan			\$0.00	26-Jan			\$0.00
2-Feb	Rained Out	Rained Out		2-Feb				2-Feb			
9-Feb	\$1,629.25	\$1,201.45		9-Feb				9-Feb			
16-Feb	\$1,800.20	Rained Out		16-Feb				16-Feb			
23-Feb	\$1,748.28	\$1,256.80	\$7,635.98	23-Feb			\$0.00	23-Feb			\$0.00
2-Mar	Rained Out	\$1,158.25		2-Mar				2-Mar			
9-Mar	\$2,130.00	\$1,237.75		9-Mar				9-Mar			
16-Mar	\$1,664.50	\$1,299.40		16-Mar				16-Mar			
23-Mar	\$2,157.50	\$1,270.45		23-Mar				23-Mar			
30-Mar	\$1,841.30	\$1,075.20	\$13,834.35	30-Mar			\$0.00	30-Mar			\$0.00
6-Apr	\$1,963.10	\$1,406.90		6-Apr				6-Apr			
13-Apr	\$1,952.80	\$1,141.58		13-Apr				13-Apr			
20-Apr	\$2,083.20	Easter		20-Apr				20-Apr			
27-Apr	\$1,918.00	\$942.80	\$11,408.38	27-Apr			\$0.00	27-Apr			\$0.00
3-May	(Friday) 1158			3-May				3-May			
4-May	\$3,208.75	\$2,636.25		4-May				4-May			
11-May	Rained Out	\$1,288.40		11-May				11-May			
18-May	\$1,764.50	Rained Out		18-May				18-May			
25-May	\$2,012.50			25-May				25-May			
27-May	(MD) 1824.5		\$13,832.00	27-May			\$0.00	27-May			\$0.00
1-Jun				1-Jun				1-Jun			
8-Jun				8-Jun				8-Jun			
15-Jun				15-Jun				15-Jun			
22-Jun				22-Jun				22-Jun			
29-Jun			\$0.00	29-Jun			\$0.00	29-Jun			\$0.00
<b>TOTAL</b>	<b>\$ 74,185.88</b>	<b>\$55,253.89</b>	<b>\$ 129,439.77</b>	<b>TOTAL</b>				<b>TOTAL</b>			
<b>Week Avg</b>	<b>\$5,298.99</b>	<b>\$3,946.71</b>	<b>\$9,245.70</b>	<b>Week Avg</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>Week Avg</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>



## **Executive Director Monthly Report May 2019**

### **Committee Meetings**

#### **Promotions Committee: May 2, 2019**

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

#### **Promotions Committee: May 21, 2019**

- **250<sup>th</sup> 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 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**