



Old Town San Diego Chamber of Commerce
Old Town Business Improvement District
P.O. Box 82686 San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

Board of Directors Meeting

Agenda

Wednesday, April 17, 2013
8:30 AM - Mormon Battalion Historic Site

1. Call to Order & Introductions

2. Non-Agenda Public Comment

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. Administrative Items

- a. Board Administrative Items and/or non-agenda comment
- b. Request for Agenda Revisions (continuances, change in order, etc.)
- c. Conflict of Interest Declarations on Agenda Items

4. Approval of Minutes

- a. General Meeting – March 20, 2013 Action Item

5. Committee Reports

- a. Organization Committee
 - 1) Accept the Financial Reports – February 2013 Action Item
 - 2) Accept the Financial Reports – March 2013 Action Item
 - 3) Old Town Saturday Market Update
 - 4) 2013 BID Business of the Year Nomination Action Item
 - 5) VA Aspire Center Action Item
Appointment of replacement business representative to NAC
 - 6) Endorse Old Town Community Planning Group to SANDAG Action Item
Regarding projected build out of Destination Lindbergh which incorporates expanded freeway access onto the North-South Interstate 5 freeway.

- b. Design Committee – Update
 - c. Promotions & Marketing Committee - Update
- 6. Upcoming Events - Updates**
- a. Fiesta Cinco de Mayo – May 4-5, 2013
 - b. County Fair Theme “Game On” - Saturday, June 8, 2013
 - c. Car Show –September 7, 2013
 - d. Tequila Trail – September 15,2013
 - e. Art Festival – October 5-6, 2012
 - f. Dia de los Muertos – November 1 & 2, 2013
 - g. Community Christmas Party – December 11, 2013
- 7. Old Town Community Parking Advisory Committee Update**
- a. Next meeting July 16, 2013 - Hacienda Hotel @ 10:00 AM
- 8. Executive Update**
- a. Café Coyote Historic Old Town Golf Classic
 - b. Rock n’ Roll Marathon - June 2, 2013
 - c. Visitor Center
 - d. Business Mixer
- 9. Unfinished Business**
- 10. New Business**
- 11. Announcements and Community Reports/Updates – 3 Minutes**
- 12. Next Old Town Chamber of Commerce Meeting Date – Wednesday, May 15, 2013**
- 13. Adjourn**

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.



Old Town San Diego Chamber of Commerce/BID Board of Directors Meeting

Minutes of the Board of March 20, 2013
8:30 AM @ Mormon Battalion Historic Site

Directors Present:

Christine Smith – Café Coyote
Jeanne Ferrell - Cold Stone Creamery
Fred Grand - Hacienda Hotel
Michael Howland – Michael Howland CPA
Diane Lowery – Lowery’s Hot Glass
Chuck Ross – Fiesta de Reyes
John Savage – Old Town Market
Dave Thornton – OT Trolley Tours
Alana Coons - SOHO
Bruce Johnson – Alamo Mexican Cafe

Guests:

Marie Pedrin-Gizoni – OT Chamber VC
Bob Barros – Visual Media/OT Guide
Patty Ducey-Brook - Presidio Communications
Ed Seegmiller – MBHS
Stephen Hill – CD3 Representative
Chris Ward – San Marty Block Representative
Richard Dennison – OTSD SHP

Directors Excused:

Dave McGuire - Bailey & McGuire
Diane Powers - Bazaar Del Mundo

Staff:

Richard Stegner - Executive Director

Fred Grand, President, called the meeting to order at 8:40 a.m.

Introductions of members and visitors were made.

Non-Agenda Public Comment – The President, Fred Grand, asked those present if anyone was wishing to make a public comment.

Richard Stegner, Exec Director stated everyone should have their Form 700 COI sent into the City. The forms are available on line. Staff will provide the web link and City address to mail the completed forms to.

Also the BID Budget is being presented today to the City Council. Richard will represent us

Administrative Items

There were additions or changes requested to the agenda.

Richard deleted Item 5a(1); Requested finance report for February be tabled to next month.

Approval of Minutes

MOTION: to approve the minutes of February 20, 2013 with correction –Reflect that Bruce Johnson was present.

M/S/A: John Savage / David Thornton (#03-20-13-1) - Motion Passed 9-0-1 A/Alana Coons

Christine Smith arrives at 8:48 am.

Accept the Financial Report

Financial report deferred to next month.

The discussion on the Business of the Year was tabled until next meeting. The Mormon Battalion and Cafe Coyote were mentioned as possible nominees.

Fred had to step out at 9:15 am. Jeanne Ferrell, Secretary, took over temporarily.

Agreement with BOOT to act as Fiscal Agent for Classic Golf Event
Fiscal Agent agreement was discussed.

Motion: to accept agreement with BOOT to act as Fiscal Agent for Classic Golf Event pending approval by BOOT.

M/S/O: Diane Lowery / John Savage (#03-20-13-2) - Motion Passed 10-1-0. 1 opposed, Michael Howland.

Michael Howland objects to the Program. He believes we are going away from our mission. Alana Coons responded. Old town is culture, history and that brings people to Old Town.

Fred Grand back to meeting and took over discussion at 9:19 am which was lengthy.

There was discussion on writing a short newsletter and holding business mixers to keep the membership informed. Diane Lowery volunteered to write an e-mail blog about events and happenings in Old Town. Bob Barros volunteered to assist in the layout.

Alana Coons departs at 9:37 am.

Discussion on the use of the proceeds from Historic Old Town Golf Classic less expenses to be used solely for deferring the transportation cost for students to attend the Fourth Grade Historical and Cultural Program

Motion: that the proceeds from Golf Tournament will fund/defer only the transportation costs for fourth grade students to attend the Fourth Grade Historical and Cultural Program one-day field trip.

M/S/U: Chuck Ross / Dave Thornton (#03-20-13-3) - Motion Passed 9-0-0.

It was recommended to approve entering into an agreement with the BID Council for FY14 Agreement to receive Small Business Enhancement Program (SBEP) Funding. The SBEP funding is used to pay for staff expenses.

Motion: Approve entering into an agreement with the BID Council for FY14 Agreement to receive Small Business Enhancement Program (SBEP) Funding.

M/S/U: Jeanne Ferrell / Michael Howland (#03-20-13-4) - Motion Passed 9-0-0.

COMMITTEE REPORTS

Organization Committee

Old Town Saturday Market – Update provided by Richard reporting for Dave McGuire. We feel we will meet the budget.

Economic Restructuring Committee – No Report

Promotions & Marketing Committee

Chuck Ross reported that meetings are scheduled for the 2nd Thursday of the month at 2:00 pm. Bob Barros reported marketing is looking into National Geographic, Travel, Convis and Tour Magazine to do co-op advertising.

Upcoming date for Tequila Trail is September 15.

Design Committee: – The next Committee meeting is tentatively scheduled for March 4 at 4:00 pm and will meet at Café Coyote.

Design Comm.: Dave Thornton asked about progress of painting electric boxes. Richard reported is on the Agenda for next committee meeting.

Fred Grand out at 9:50 am. Jeanne in

Old Town Community Parking Advisory Committee:

Next meeting scheduled for April 9, 2013 at the Hacienda Hotel @10:00 am. A number of items the Old Town Community Parking Advisory Committee has been working on will be brought before the Old Town Community Parking District for review in the future.

Executive Director Report:

County Fair is Saturday, June 8th. Richard encouraged businesses to have a table. Each merchant should decorate their table and provide enticements.

Visitor Center update.:

Fred Grand back in at 10:00 am. Jeanne out

Bruce Johnson departs at 10:01 am.

Community Updates

Richard Dennison- OTSD SHP

Richard Dennison provided update on his tour in Sacramento. Lot C (behind the Church) will be slurried. There was some graffiti in the MTS parking area. Retired General Jackson is the new head of the California State Parks.

Chris Ward – Representative for Senator Marty Block
Passed out senator’s newsletter regarding activities conducted by the senator.

Stephen Hill – Representative for CD# Todd Gloria.

Todd Gloria gave his 100 day report earlier in the week. Councilmember Gloria has indicated that he will provide \$2,500 to the fourth Grade one day tour program.

Upcoming Activities/Meetings

- a. Old Town Community Parking Advisory Committee meeting April 9, 2013 - Hacienda Hotel @ 10:00 AM
- b. Fiesta Cinco de Mayo – May 4-5, 2013
- c. Rock n’ Roll Marathon - June 2, 2013
- d. County Fair – Saturday, June 8, 2013
- e. Car Show –September 7, 2013
- f. Tequila Trail – September 15,2013
- g. Art Festival – October 5-6, 2012
- h. Dia de los Muertos – November 1 & 2, 2013
- i. Community Christmas Party – December 11, 2013

Old Business – None

New Business

Appoint Chris Celentino to the NAC “Aspire Center” Advisory Board next month,

Meeting adjourned. 10:17 A.M.

Next regular Chamber meeting is scheduled for Wednesday, April 17, 2013.

Respectfully submitted,

Signed: _____
Jeanne Ferrell, Secretary

Old Town Saturday Market - Income & Expense - FY 2011-2013

Week Receipts 2012-13			Week Receipts 2011-2012			Week Receipts 2010-2011		
Week	Receipts	M Total	Week	Receipts	M Total	Week	Receipts	M Total
7-Jul	\$1,080.25		2-Jul	\$759.05		3-Jul	\$850.45	
14-Jul	\$897.75		9-Jul	\$832.35		10-Jul	\$871.17	
21-Jul	\$1,041.39		16-Jul	\$864.80		17-Jul	\$797.46	
28-Jul	\$980.35	\$3,999.74	23-Jul	\$864.80		24-Jul	\$807.49	
4-Aug	\$961.45		30-Jul	\$701.60	\$4,022.60	31-Jul	\$910.92	\$4,237.49
11-Aug	\$856.80		6-Aug	\$934.85		7-Aug	\$878.22	
18-Aug	\$855.50		13-Aug	\$908.10		14-Aug	\$971.75	
25-Aug	\$975.99	\$3,649.74	20-Aug	\$876.90		21-Aug	\$900.57	
1-Sep	\$827.80		27-Aug	\$769.65	\$3,489.50	28-Aug	\$772.40	\$3,522.94
8-Sep	Car Show		3-Sep	\$770.35		4-Sep	\$789.23	
15-Sep	\$466.30		10-Sep	FDKK		11-Sep	\$750.70	
22-Sep	\$629.63		17-Sep	\$897.85		18-Sep	\$737.35	
29-Sep	\$704.65	\$2,628.38	24-Sep	\$737.55	\$2,405.75	25-Sep	\$625.50	\$3,675.18
6-Oct	AF		1-Oct	AF		2-Oct	\$552.15	
13-Oct	\$797.00		8-Oct	\$906.60		AF	\$0.00	
20-Oct	\$768.00		15-Oct	\$804.10		16-Oct	\$718.75	
27-Oct	\$603.30	\$2,168.30	22-Oct	\$817.00		23-Oct	454.55 R	
3-Nov	\$750.40		29-Oct	\$727.00	\$3,254.70	30-Oct	Rain	\$1,270.90
10-Nov	\$526.70		5-Nov	\$781.35		6-Nov	\$710.45	
17-Nov	\$692.77		12-Nov	Rain		13-Nov	\$820.65	
24-Nov	\$628.45	\$2,598.32	19-Nov	\$734.65		20-Nov	Rain	
1-Dec	\$687.05		26-Nov	\$903.55	\$2,419.55	27-Nov	\$850.50	\$2,381.60
8-Dec	\$792.15		3-Dec	\$572.70		4-Dec	\$546.50	
15-Dec	\$515.40		10-Dec	\$818.00		11-Dec	\$780.55	
22-Dec	\$840.50		17-Dec	\$715.65		18-Dec	Rain	
29-Dec	\$406.20	\$4,033.60	24-Dec	Closed		25-Dec	Christmas	\$1,327.05
5-Jan	\$792.30		31-Dec	\$750.50	\$2,856.85			
12-Jan	\$674.80		7-Jan	\$704.00		1-Jan	New Year	
19-Jan	\$822.65		14-Jan	\$808.55		8-Jan	\$646.20	
26-Jan	Rain	\$1,497.45	21-Jan	Rain		15-Jan	\$726.40	
2-Feb	\$807.48		28-Jan	\$642.55	\$2,155.10	22-Jan	\$800.05	
9-Feb	\$691.00		4-Feb	\$759.95		29-Jan	\$850.40	\$3,023.05
16-Feb	\$977.57		11-Feb	\$643.30		5-Feb	\$706.05	
23-Feb	\$906.50	\$2,575.07	18-Feb	\$824.40		12-Feb	\$971.90	
2-Mar	\$1,109.14		25-Feb	\$682.70	\$2,910.35	19-Feb	Rain	
9-Mar	\$835.52		3-Mar	\$754.25		26-Feb	Rain	\$1,677.95
16-Mar			10-Mar	\$844.75		5-Mar	\$887.85	
23-Mar			17-Mar	Rain		12-Mar	\$841.35	
30-Mar		\$835.52	24-Mar	\$779.15		19-Mar	\$635.70	
3-Apr			31-Mar	\$887.60	\$3,265.75	26-Mar	\$718.70	\$3,083.60
10-Apr			7-Apr	\$870.20		2-Apr	\$766.15	
17-Apr			14-Apr	\$358.08		9-Apr	\$698.45	
24-Apr		\$0.00	21-Apr	\$772.30		16-Apr	\$723.95	
1-May			28-Apr	\$807.95	\$2,808.53	23-Apr	\$638.80	
8-May			5-May	Cinco		30-Apr	Cinco	\$2,827.35
15-May			12-May	\$740.65		7-May	\$705.30	
22-May			19-May	\$781.73		14-May	\$679.55	
29-May		\$0.00	26-May	\$825.81	\$1,607.54	21-May	\$680.00	
5-Jun			2-Jun	\$670.10		28-May	\$829.80	\$2,189.35
12-Jun			9-Jun	\$811.25		4-Jun	\$675.25	
19-Jun			16-Jun	\$977.70		11-Jun	\$852.00	
26-Jun		\$0.00	23-Jun	\$877.40		18-Jun	\$762.75	
			30-Jun	\$964.75	\$3,631.10	25-Jun	\$726.05	\$3,016.05
TOTAL	\$25,902.74		TOTAL	\$36,238.07		TOTAL	\$32,165.41	
	\$784.93		Week Avg	\$787.78			\$748.03	

NOMINATION/SELECTION OF BID BUSINESS OF THE YEAR

Small Business Week 2013

(To be used by each of the BIDs to document their Selection of BID Business of the Year)

****Please Type Information on Form****

Name of Nominating BID: Old Town BID	
Nominating Representative--Full Name: Fred Grand	
Title: President, Old Town San Diego Chamber of Commerce	
Phone: 858-481-2476	
Fax: 858-481-2998	Email: FGrand@phgcorp.com
Nomination statement--reasons for choosing this person/business for this award (Based on staying power, growth, financials, innovation, resilience, and BID support):	
<p>For over 20 years Café Coyote has remained one of San Diego's Landmark Restaurants located in the Heart of Old Town San Diego's Historic Walking District. "The Birthplace of California" A friendly staff, loyal patrons delicious Mexican Food and a Festive Atmosphere have contributed to Café Coyote's being Voted Best Mexican Restaurant 2005, 2006, 2008, 2009, 2010, 2011 & 2012</p> <p>Lehn Goetz co-founded Café Coyote upstairs in the Old Town Esplanade over 20 years ago with her husband and business partner Richard Goetz. The building then was 25% occupied and at the south end of Old Town. The area lacked foot traffic and a cohesive marketing plan. Lehn was instrumental in Marketing the south end of Old Town and forming a Business Improvement District for Old Town. Café Coyote originally was a 70 seat Southwest Restaurant and has now grown into a 700 seat traditional Mexican Food Restaurant. Café Coyote has won the prestige's Gold Medallion Award for best Mexican 2005, 2006, 2008, 2009, 2011 & 2012.</p> <p>A cornerstone to Lehn's success has been a personal philosophy that empowers managers and staff while giving them an opportunity for professional and personal growth. She takes great pride in having employees who have been with Café Coyote since inception and who started out at entry level positions and now fill key management roles.</p> <p>Lehn has also been instrumental in leading the development of the Marketing and Membership Committee for the San Diego chapter of the CRA as well as an active member of the Executive Board for the last 3 years. Current President of the California Restaurant Association San Diego Chapter. Winner of Restaurateur of the Year 2008.</p> <p>Founding member Old Town Business Improvement District, President Old Town Chamber of Commerce 1994-96, Founder and President Old Town Historic Community Foundation from 2005 to 2012 (Foundation that runs one of the largest Cinco de Mayo celebrations in the United States)</p> <p>Lehn serves on the Board of Directors California Restaurant Association (CRA) San Diego County Chapter and has served as a Board Member of ConVis 2006-2011.</p>	
Full Name of Nominee for BID Business of Year Award: Lehn Goetz	Full Name Spelled Phonetically:
Title of Nominee: President	
Name of Business To Receive Your Organization's BID Business Of Year: Café Coyote Old Town	
Address: 2461 San Diego Avenue., San Diego, CA, 92110	
Phone: (619) 291-4695	
Fax: (619)-291-0715	Email: coyotersg@san.rr.com

**Old Town San Diego Community Planning Group
Thurston Coe, Chairman
2836 Juan Street
San Diego CA 92110**

San Diego Association of Governments
ATTN: Board of Directors
401 B Street, Suite 800
San Diego, CA 2101

April 10th, 2013

Over the last decade Old Town has experienced several community planning issues, each of which touch upon a common theme: regional circulation planning. The regional circulation aspect is the consequence of the momentous Destination Lindbergh plan. This plan envisions the airport's buildout with all support facilities, air freight, passenger processing functions, parking, and intermodal access to be re-located to the Pacific Highway side of Lindbergh Field near Washington Street.

To accommodate the increased traffic from the projected buildout Destination Lindbergh incorporates expanded freeway access onto the North-South Interstate 5 freeway; but, it does not incorporate capacity plans for its equally necessary expanded freeway access onto the East-West Interstate 8. Destination Lindbergh leaves the planning of this circulation access to be solved by SANDAG and The City of San Diego. In this respect the plan is incomplete.

With increasing clarity it appears that the circulation planners at SANDAG and the City have selected an in-house solution for the airport's East-West regional circulation needs. They have apparently decided to not modify the I-5 to I-8 interchange to accommodate the regional increased traffic from Lindbergh. This increase is expected to be 4.4 million cars per year on Pacific Highway. The total number is really much higher. Instead they seem to be planning a connector ramp through Old Town between Pacific Highway and I-8 along the Taylor Street right of way.

Major flaws with such a connector ramp include the destruction of the 1769 Birthplace of California and negative impacts to Presidio Park and the San Diego Presidio National Historic Monument. Such a connector would destroy the site of Kosa'aay (Cosoy), the 1769 Kumeyaay village that saved the Portola expedition from starvation. Kosa'aay was also the site of the first

Amerindian organized opposition to European military colonization in what became the U. S. Frontier. That reason alone should make Kosa'aay dear to all freedom loving Americans. The pedestrian zoned streetscape of Taylor Street would be severely impacted; and, the already overburdened parking in the Pacific Highway trolley lot would be greatly reduced.

In this regard the boundary of the Old Town Business Improvement District is of interest. This boundary goes outside the Old Town Community Planning District footprint and delineates a corridor up Palm Canyon connecting Taylor Street to Hickory Street at Presidio Drive. The existence of a proposed route into Mission Hills from Taylor Street may indicate that the connector ramp solution could disrupt, if not prevent, Juan Street access into Mission Hills. Thus the impacts of using Taylor Street for the regional traffic appear to be at the expense of Mission Hills and Old Town's historic resources, economic future, and pedestrian oriented environment.

We have asked the SANDAG representatives if they are planning such a Taylor Street connector ramp, but they will not confirm or deny it. Neither SANDAG, nor the City, have had public discussion about this regional transportation issue. Instead they appear to be hiding the connector ramp within the "The 2050 Circulation Plan" and disguising its implementation as mitigations of unrelated projects.

SANDAG's planning is required to promote Sustainable Communities but a Taylor Street connector ramp would severely reduce the economic viability of Old Town and destroy its primary historic resource, the 1769 Birthplace of California. The apparent East-West solution benefits Destination Lindbergh at the expense of the surrounding communities. We do not believe that the SANDAG Directors would knowingly allow this to happen.

Therefore prior to the release of the mid-coast trolley extension draft EIR we ask SANDAG and the City to conduct a public workshop and study. The scope of this workshop/study should be regional transportation issues including 1) The interaction of the Mid-Coast Trolley and the Taylor Street at-grade crossing and 2) For the East-West circulation demand generated by Destination Lindbergh buildout a regional solution that is holistic and works for everyone involved.

By resolution of the Community Planning Group,

Thurston Coe, Chair



February 4, 2013

Dear Chamber or City Participant,

Planning is already underway for the 2013 San Diego County Fair, the largest community event in San Diego. Over 1.5 million fairgoers visited the Fair last year! This year's theme will be "GAME ON!" and will run from Saturday, June 8th through Thursday, July 4th. The Fair will be closed Mondays, June 10, 17 & 24. We're hoping that you'll mark your calendars and pick a date to participate and help us celebrate this much-anticipated annual event.

This year the Fair will be focused on the classic and nostalgic games we grew up with and show how games have evolved over the years. From board games to pinball machines to television, videos and computers, the Fair will have it all. There should be something for everyone to experience and enjoy. Once again this year, the San Diego Pavilion will showcase two popular venues, the Culinary Demonstrations and the daily Wine Tasting. These special events have helped to increase foot traffic through the Pavilion and we expect even more this year.

For those of you who did not participate last year, here's how it works. Each day of the Fair, a different community will be featured. On that given day, we are inviting the respective Chamber of Commerce, local businesses, local entertainment, local government officials, city departments, etc. to participate in the day's activities. We will work closely with each Chamber and/or City to make their exhibit a success and to help you reach out to community members on a local level.

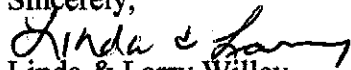
Each participating Chamber, Chamber members and/or City departments will be offered booth space, tables and chairs, in the **San Diego County Infield Pavilion**, free of charge. This is the area that is designated for all non-profit organizations, government agencies, chambers of commerce, cities, and local fire and police departments. As an exhibitor, you can take advantage of this excellent opportunity to celebrate and showcase your community. It is our hope that the Chamber/City will encourage its members and employees to participate in the celebration of their city's special day in order to reach out and inform the general public of who you are, what services and businesses make up your community, and your vision for the future. Ample admission tickets will be provided for the staffing of your exhibit. Since the exhibit will change daily, no one will have to make a commitment for more than one day. Exhibiting hours are from 11:00 am to 5:00 pm on weekdays and 10:00 am to 5:00 pm on weekends.

22nd district agricultural association
DEL MAR FAIRGROUNDS

Remember, a successful Fair means getting your message across to others and inviting them to support your community. The best advertisement is by word of mouth and you have a free opportunity to reach thousands of people. But even if you only reach just one person then they may spread the word to another and so on and so on.....!

So, mark your calendars and plan to help us make the 2013 San Diego County Fair our best Fair yet!! We'll be updating you as the planning progresses. You can also visit the Fair website at www.sdfair.com. Some communities have already selected their special day for this year's Fair. If you already know what date you'd like to reserve, or if you have any questions or comments, please feel free to contact us at (858) 755-1161 ext. 2403. Dates filled up fast last year so the sooner you pick your date the better. We look forward to hearing from all of you and working with you over the coming months.

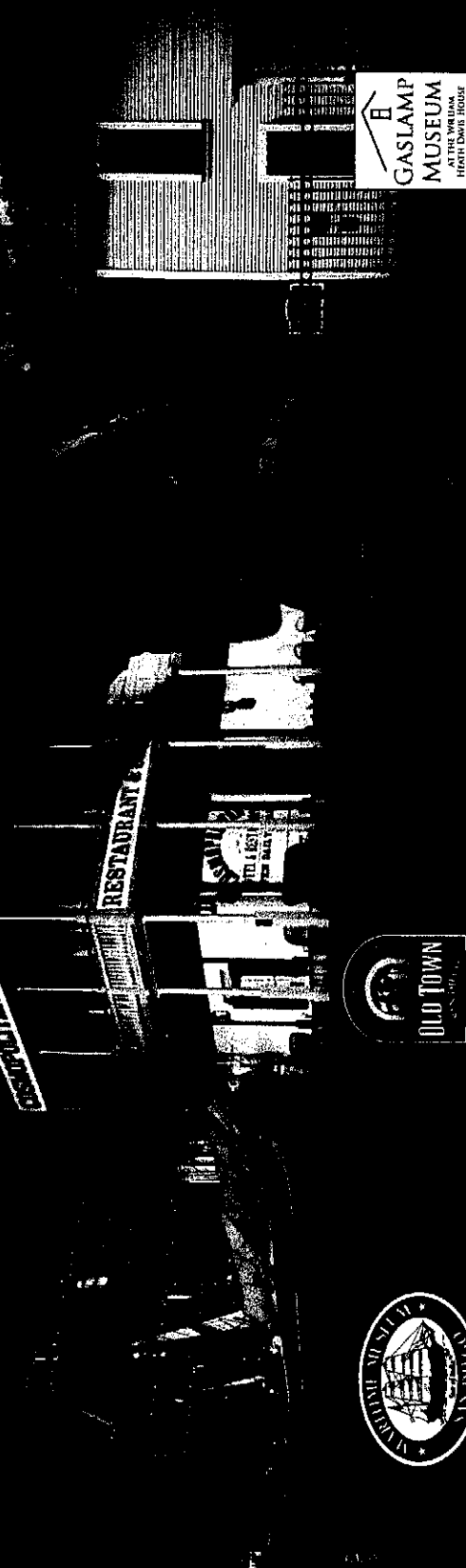
Sincerely,



Linda & Larry Willey

Celebrate San Diego Infield Pavilion Coordinators

VISIT HISTORIC SAN DIEGO



Climb aboard our collection of historic ships for a world-class adventure your whole group will enjoy!

www.sdmaritime.org

Visit Old Town San Diego, the Plymouth Rock of the West & Birthplace of California.

Over 30 historic sites & museums including the State Historic Park.

www.otsdguide.com

Dining, shopping and entertainment reminiscent of the culture and history of the early California.

Fiesta de Reyes is in the Old Town San Diego State Historic Park.

www.fiestadereyes.com

History in the Heart of the Gaslamp
The Gaslamp Museum recounts the early heritage of the Gaslamp Quarter's many cultures and architectural gems. Experience the legacy.

www.gaslampquarter.org
619-233-4692



SAN DIEGO HISTORIC FOUNDATION



CHAMBER OF COMMERCE

Notes & News

APRIL 2013

Every third Wednesday morning at 8:30 a small group of the people that were elected by the businesses in Old Town gather together for one single reason; to talk about the issues of Old Town San Diego. We discuss and take action on issues like finances, including how to raise funds to promote our community. We talk about parking issues, design issues (like signage, kiosks, trees, etc.), promotional and marketing ideas, and special events. There are committees and sub committees that meet often and regularly to develop the ideas to ensure that our unique community continues to attract both local and out of town visitors so that the businesses in Old Town thrive. The purpose of this newsletter is to bring some of the monthly highlights to you in hopes that by keeping abreast of the upcoming events you may be able to participate and/or take advantage of some of the opportunities to promote your business.

We have a wide-range of businesses in this little footprint of land. There are attorneys, hairdressers, accountants, builders, stores, hotels, restaurants, non-profit organizations, churches, museums and theaters, however, Old Town is indeed a very important and unique place to work and to live. It is the most historic area in San Diego, the birthplace of California where the past lives on in our parks, and early culture is still evident throughout our streets. It is our hope that you will join us as we continue to preserve and promote our community.

Your Chamber website is www.oldtownsd.com and we encourage you to link your website to this! If you need assistance with this please let us know!

Diane Lowery,
Board Member



Upcoming events for 2013.

1. Fiesta Cinco de Mayo - May 4-5
2. County Fair (Del Mar Fair Grounds)
June 8

As a member of the Chamber you have the opportunity to secure a table to promote your business at no charge. For more details on how you can participate in this event please contact Richard Stegner - Old Town Chamber Executive Director.
Phone 619-291-4903 Fax 619-291-9383

3. Car Show - September 7
4. Tequila Trail - September 15
5. Art Festival - October 5&6
6. Dia de los Muertos - November 1&2
7. Community Christmas Party
December 11

If you would like to participate in any of the organizational aspects of the events we encourage and welcome your participation! More is better all the way around!

For more information about anything regarding your Old Town Business Community, please call your Chamber of Commerce office at 619-291-4903.