



Planning Retreat Minutes

Saturday, January 11, 2020 | 9:30 AM – 1:45 PM
Tierrasanta Library, 4985 La Cuenta Drive, San Diego

Key Objectives

- Understand our role and tools in advising the Mayor and City Council
- Plan the IAB's goals for 2020
- Increase effectiveness of international communication and operational procedures

9:40 AM Welcome

Opening Comments – Bruce Abrams, Board Chair

Agenda Overview – Danell Scarborough, Facilitator

Non-Agenda Public Comments

- Chair Abrams has an honorable legacy of public service and has assisted in the establishment of institutional guidelines for the International Affairs Board. Along with 14 years of service as a volunteer to the City of San Diego on the Human Relations Commission, where he also served as Chair, Bruce has served Chairman of the International Affairs Board since 2015. He has served with six Mayors. Chairman Abrams announced plans to step down next year, nominating the current Vice Chairwoman, Fabienne Perlov, to become the next IAB Chair.
- Danell Scarborough reviewed the objectives of the retreat, as well as the IAB's mission and vision statements
- Recognized the attendance and participation of Jonathon Glus, Executive Director of the City of San Diego Commission for Arts and Culture

10:04 AM Focus: Welcoming New Board Members

Introductions and Engaging Exercise

- Welcomed new board members Daniel Suh, retired Ambassador Leslie Basset, and Kevin Cruz

10:27 AM Focus: Advising the Mayor and the City Council

What are the objectives/expectations of the International Affairs Board in this area?

What methods and resources are available to the IAB to work with the Mayor and the Council?

Speaker: Dr. Joel Day, Director of Boards and Commissions

- Dr. Joel Day presented his remarks to the Board:
 - (1) “In the City we have a challenge of seeing around corners,” including addressing climate change and meeting the City’s climate action plan commitments, determining a strategy for San Diego’s military community as it rebalances towards the Pacific and expands its presence, and welcoming refugees and immigrants. How do we prepare and plan for the International Affairs Board to design a strategy for how the future Mayor and City Council members engage in international affairs and become a global city?
 - (2) There is a need to develop a strategy in order to address the imminent challenges facing the City. It will require addressing four pieces of the puzzle:
 - a. Board model
 - b. Internal v. external communications
 - c. Resources – “Ask not what your country can do for you, ask what you can do for your country.” - JFK
 - d. Audience
 - (3) How can we best leverage the talent in this room?
 - a. Need for a HUB model?
 - b. Elevate and create
 - c. List of priorities
 - i. 5-year v. 10-year plan
 - d. Structural questions and relevance to international affairs
 - i. 5 W’s – Who, what, when, where and why?
 1. Footprint of city to follow. Size of investment from City Council to promote international affairs. Where is there a place in the bureaucracy? In the City or regional county-wide issues?
 - ii. Vision of making San Diego a global city (which has never been done)
 1. Example: LA used the Olympic Games 2028 as a means of achieving their vision of being a Global City
 - iii. Enormous opportunity

11:06 AM Focus: IAB Impact 2020

How will we implement the mission of the IAB in the coming year?

Open Discussion

- Contacts and advocates for the International Affairs Board:
 - Dr. Joel Day, Executive Director of Boards and Commissions for the City of San Diego
 - Jonathon Glus, Executive Director of the City of San Diego Commission for Arts and Culture
 - Denice Garcia, Director of International Affairs for the City of San Diego
 - Rita Fernandez, Immigrant Affairs Manager for the City of San Diego
- Brainstorming on HUB model to create the IAB as the center of the HUB
- Military representation doesn't necessarily need to be a board member, perhaps a permanent invitation of a Captain (O-6) or higher, SDMAC representative or Ombudsman
- "World-class city for all." Benchmarking SD v. all other global cities

11:48 AM Lunch

Catered by Project Chop, a project by the International Rescue Committee that supports local farmers and helps refugee women on the road to economic self-sufficiency

12:18 PM Focus: Effective Internal Operations

How will we increase the effectiveness of our committees, board meetings, and communications?

- Conversation occurred about
 - vision/action in small groups
 - use of our networks
 - focusing on tangible mission initiatives
 - generating periodic reports
 - creating a HUB framework for engagement
 - sustainably delivering a report to the City of San Diego which the bureaucracy supports and is accountable to
 - implementing a framework to achieve value-add, ex. *Connecting the Dots* series, and can maintain relevance with new Mayors, changing City Council members and new policy priorities
- Mission and vision will drive global competitiveness
- Provide initiatives which are sustainable and drive our mission success
- Research, review and compare other city's protocol and international affairs models. Vice Chairman Perlov recommended Dallas and chair Abrams recommend Protocolprofessions.com which several cities in the Bay Area employee.
- What can the International Affairs Board accomplish given our lack of budget, full or half-time city staff or an Executive Director

- Recommendation: Retain the current ad-hoc committee structure and ad-hoc committee chairwoman leadership

1:15 PM Great things for the IAB in 2020!

Call to Action and Closing Comments – Bruce Abrams, Board Chair

- Call to action and closing remarks – vote for monthly meetings
- Chair Abrams stated, “you are the experts, take off and fly! Be what this city needs you to be in order to become a Global City!”
- Elevator pitch: “I am (1) creating a strategy for the City of San Diego in how it engages in world affairs in a way that benefits all San Diegans and (2) I’m bringing forward and supporting initiatives that align with our published mission.”
- Suggested Next Steps:
 - Continue building team to implement discussed tracks
 - Agree on deliverables for the next mayor
 - Agree on monthly meetings/tasking/accountability
 - Develop table of contents and deliver to committee
 - Communicate what can be offered to the board
 - Meditate on vision
 - Get organized for success
 - Identify priorities for report
 - Attend next meeting with a city name and 5 reasons why it compares to San Diego
- Chair Abrams with we need to design a plan to for the future Mayor and City Council members on International Affairs, a City of San Diego Protocol team, international engagement and becoming a Global city.

1:43 PM Adjournment

Next Meeting will be Wednesday, February 12, 2020 6:00 p.m. – 7:00 p.m.

at the City Administration Building

For further information contact: Joel Day, Executive Director, Office of Boards and Commissions at dayj@sandiego.gov