



THE CITY OF SAN DIEGO
INTERNATIONAL AFFAIRS BOARD

Planning Retreat Meeting Minutes
August 13, 2015

Economic Development

1200 Third Avenue, 4th Floor, Building Conference Room, San Diego, CA 92101 - 619.236.6364

Present:	Present:	Excused:	Guests:
Bruce Abrams	Rita Lim	Roberto Alcantar	Rithy Chrong
Emiliano Aragon	Rebecca Morales	Mark Leo	Jyothsna Konda
Kathleen Charla	Bob Morris	Jordan Marks	
Deborah Flores	Patricia Waller		

Retreat Facilitator: Danell Scarborough
Retreat Speakers: David Graham, Lydia Moreno
Mayoral Staff and Retreat Speaker: Don Giaquinto
City Economic Development Staff: Adrienne Turner

Call to Order: Bruce Abrams @ 2:07 p.m.

Approval of Minutes: June 11, 2015 and July 9, 2015 minutes were approved.

Non-Agenda Public Comment: None

Opening Remarks: Bruce Abrams introduced the retreat facilitator, Dr. Danell Scarborough, Executive Director Human Relations Commission, City of San Diego.

Retreat Facilitator: Danell Scarborough outlined the objectives of the retreat: an opportunity to discuss opportunities and challenges and make decisions about priority issues for the board's focus in the coming year. Also, an opportunity to build respectful and trustful relationships to enable members to work well together as well as make effective decisions.

Opening Exercise: All retreat attendees introduced themselves, discussed their backgrounds and how they came to have an interest in international affairs.

Exploring the City's Strategic and Global Vision:

- David Graham, Deputy Chief Operating Officer, Neighborhood Services Branch City of San Diego, discussed the city's Strategic Plan, the "Go Global" initiative and the recent National Geographic documentary labeling San Diego as a "Smart City."
- Lydia Moreno, Deputy Director, Economic Development Department, discussed the many different activities conducted by the department and the recently published Economic Development Strategy (each member of the board received a copy of the publication).
- Don Giaquinto, Director of Protocol, Office of the Mayor, distributed the city's new Friendship Cities Program Policy which includes specific responsibilities for the IAB to implement.

The minutes for the following Agenda items and the overall notes on the IAB Planning Retreat are covered in the attached 2-page document submitted by Dr. Danell Scarborough, Facilitator.

Focusing on International Affairs Board Priorities:

- Translating the City's goals to the IAB's mission
- Assessing issues and projects to be concluded, maintain, or added
- Identifying priority issues and projects for IAB focus going forward

Increasing Board Effectiveness:

Aligning expertise and interest of Board members and developing next steps
Use of Executive Committee

Closing Comments and Adjournment: 5:03 p.m.

Next Meeting: September 10, 2015; 2- 3:30 p.m.

Questions or comments contact: Adrienne Turner at 619.236.6364 or email at aturner@sandiego.gov

**Notes from International Affairs Board Special Meeting – Planning Retreat
August 13, 2015 – 2:00 – 5:00 p.m. – Civic Center Plaza, 4th Floor Conference Room**

The International Affairs Board’s Mission

- **To foster and promote friendly relations and better understanding between peoples and communities of the United States of America and the peoples and communities of foreign nations;**
- **Further economic cooperation and cultural interchange;**
- **Develop, compile, and exchange information;**
- **Plan, develop, and carry out mutual economic and cultural activities;**
- **Advise the Mayor on topics of international interest;**
- **Render an annual report**

Values that drive participation of IAB Board Members

- Bringing diverse people to the table and hearing their voice and views
- Seeking international stimulation
- Continuing my global connections
- Appreciate the worldly, global focus of this board
- Interest in industrial change and economic innovation
- San Diego can be a world city and we can help that happen
- Deep interest in how people around the world deal with similar issues
- International relations are very important especially at this time of globalization
- Being an Ambassador of Americana
- Communication with and respect for all

Success for the IAB

- Changing the conversation/increasing the global fluency of San Diego
- Having a lasting impact/value for San Diego
- Upping the international face of San Diego
- Building relationships, having face-to-face communication and connections
- Having our elected officials see the IAB as a resource that they tap

Opportunities for the IAB in the coming year – a brainstorming session

- Friendship Cities Proposal – work with the Mayor’s Office to develop and implement this program
- Events – increase IAB’s visibility by sponsor/co-sponsor/capitalize on events; cultural, artistic, and/or economic focus; provide City venues
- Global Identity of San Diego – assist with increasing the significance, depth, and distribution; broaden beyond investment and trade
- Support the Economic Development Department – specifically its objectives that have international implications
- Make the skills, expertise, experience of IAB members available as a resource – develop an educational brochure, share with City and civic leaders
- Increase Global Fluency in San Diego – in students and workforce; support and participate in Academic World Quest

Priorities for 2015-2016

START

- Implement new Friendship Cities Program
- Increase outreach efforts (including influencing Global Identity for San Diego, hosting events, creating a brochure of IAB expertise)
- Connect community needs with City resources

CONTINUE

- Hosting foreign dignitaries and delegations on behalf of the Mayor and City of San Diego
- Representing the City at a diverse range of international business and cultural activities and events around the region – Ambassadors for the City (let organizers know you are attending so they can recognize you)
- Supporting International Cottages/Houses of Pacific Relations projects
- Increasing awareness of issues/opportunities and exchange of ideas through presentations at meetings (aligning presentations with IAB's priorities and mission)
- Investigating and reporting on needs of San Diego's international community to facilitate stronger relationships with the City

ON HIATUS

- Fostering relations between San Diego and Tijuana in support of bi-national regional issues
- Liaising with San Diego Consular Corp

Collaborative Partnerships

- International Sister Cities Association
- San Diego World Affairs Council
- San Diego Diplomacy Council
- Innovation Challenge/Centennial Innovation Prize
- Japan Airlines
- Interest expressed by
 - o School of International Relations & Pacific Studies at UCSD
 - o Joan Kroc Peace and Justice Center at USD

The International Affairs Board's Tools

- Letter to Mayor and City Council to recommend and/or advise on topics of international interest
- Publishing Statements
- Letters of support or opposition
- Speaking before City Council
- Lending IAB's name and good offices
- Letters of Recognition on City/IAB letterhead
- Co-sponsoring events
- Intern Program

Board Effectiveness Notes

- Speaker presentations – better aligned with IAB mission
- Meeting agenda process – need requests/materials ten days prior to meeting
- Activity Reports – important to submit for performance measures/annual report
- Board meetings – rsvp, attend, be fully present, participate
- Engagement – need proactive leadership and involvement by board members in activities and initiatives
- Executive Committee – use to move actions forward between meetings
- Resources – what is available for our use?
- Clarity – role in executing City's goals and objectives

Submitted by Dr. Danell Scarborough, Facilitator
August 2015