

International Affairs Board
Minutes of Meeting held on January 14, 2025
Council Committee Meeting Room
City Administration Building, 12th Floor
202 C Street, San Diego CA 92101

Item I. The meeting was called to order at 5:40 p.m. when quorum was achieved.

Item II. Roll Call

Present: Dennis-Michael Broussard, Joel Valenzuela, Richard Bainter, Suzanne Svahn, Aron Davidson, Paul Marttila, Hampton Brown, Kenia Zamarripa, Lucas Coleman, Shahrzad Kamyab, Benjamin Eastman

Absent: Mary Abad, Melissa Floca, Luc Lenain, Leila Naderi

Representatives from the San Diego Diplomacy Council, San Diego Sister Cities Association and Cross Border Xpress were in attendance and participated in the discussions.

Item III. Approval of minutes

There were no minutes to approve

Item IV. Olympic and World Cup Planning: The IAB received a live video presentation from Presentation from Dr. Ashleigh Huffman, Former Chief of Sports Diplomacy, U.S. Dept. of State. Dr. Huffman also submitted a written briefing, which is attached to these minutes.

Dr. Huffman outlined the potential opportunities that the 2026 World Cup and 2028 Olympics offer to San Diego and she shared some thoughts on how San Diego might take advantage of those opportunities.

IAB members and the community members asked questions and engaged in dialogue with Dr. Huffman. The discussion among IAB members and community representatives continued after Dr. Huffman left the meeting.

It was suggested that a first step for the city might be to send letters to foreign consulates in California inviting them to include San Diego in their World Cup and Olympic planning. Lucas Coleman offered to create a list of top, national trading partners as possible priority targets for the letters.

There was consensus among IAB members and the community representatives that further discussion and planning for these events would be useful.

Item V. Updates from the mayor: Announcement of plans for the State of the City Address, which took place the next day. The address will highlight budget challenges facing the city. The mayor will be traveling to the Philippines.

Item VI. Updates from members and announcements. The Diplomacy Council announced its upcoming, 45th anniversary fundraising event. The airport announced new direct flights to Japan and Amsterdam.

The meeting adjourned at 7:00 p.m.