

#### **SMALL BUSINESS ADVISORY BOARD**

#### **Meeting Notice and Agenda**

TUESDAY, June 24, 2025 **In-Person** Meeting, 8:30 a.m. – 10:00 a.m. Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room – 1200 3<sup>rd</sup> Ave, San Diego, CA 92101

Chair: Austin Evans | Co Vice Chairs: Natasha Salgado and Sunny Lee

**Board Members:** Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.

Staff Liaisons: Alex Southard and Sean Karafin.

#### **Public Comment**

**Public Comment on an Agenda Item:** If you wish to address the Board on an item for today's agenda, please complete and submit a speaker form before the Board hears the agenda item. You will be called at the time the item is heard.

**Public Comment on Matters Not on the Agenda**: You may address the Board on any matter not listed on today's agenda. Please complete and submit a speaker form. However, California's open meeting laws do not permit the Board to discuss or take any action on the matter at today's meeting. At its discretion, the Board may add the item to a future meeting agenda or refer the matter to staff or committee. Individuals' comments are limited to three minutes per speaker. At the discretion of the Chair, if a large number of people wish to speak on the same item, comments may be limited to a set period of time per item.

Item 1: Call to Order (Chair Evans)
Item 2: Action: Roll Call (Chair Evans)
Item 3: Action: Approval of May Meeting Minutes (Chair Evans)
Item 4: Presentation from Justin Apger, Chief Operating Officer & Executive Vice President, and Clayton Fowler, Public Affairs Manager, with the Downtown San Diego Partnership
Item 5: Discussion: San Ysidro BID Advisory Committee Members (Co Vice Chair Lee)

Item 6:	Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
Item 7:	Action: Draft Advising Letter (Chair Evans)
Item 8:	Staff Report a. Economic Development Department (Liaison Southard)
Item 9:	Board Member Comments a. Suggested items for future meetings
Item 10:	Non-Agenda Public Comment
Item 11:	Adjournment

#### REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

This information will be made available in alternative formats upon request, as required by the Americans with Disabilities Act (ADA), by contacting Sean Karafin at <u>sdbusiness@sandiego.gov</u> or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting Sean Karafin at <u>sdbusiness@sandiego.gov</u> or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives for auxiliary aids, services or interpreters, require different lead times, ranging from five business days to two weeks. Please keep this in mind and provide as much advance notice as possible in order to ensure availability. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.



#### SMALL BUSINESS ADVISORY BOARD

#### **Meeting Minutes**

TUESDAY, May 27, 2025 8:30 a.m. – 10:00 a.m. Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room – 1200 3<sup>rd</sup> Ave, San Diego, CA 92101

Chair: Austin Evans | Vice Chair: Natasha Salgado

**Board Members:** Ania Kaminska, Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.

Staff Liaisons: Alex Southard and Sean Karafin.

- Item 1: Call to Order (Chair Evans)
  - Meeting was called to order at 8:30 AM.
- Item 2: Action: Roll Call (Chair Evans)
  - In attendance: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
  - City Staff: Christina Bibler, Christie Marcella, Sean Karafin, Alex Southard, and Viridiana Quintana.
  - Guests: Councilmember Henry L. Foster III and Tiffany Harrison.
  - Members of the Public: Alex Blood.

Item 3: Action: Approval of April 29, 2025 Minutes (Chair Evans)

- With a motion by Donna Deberry and a second by Christian Gomez, the Board voted to approve the April 29, 2025 minutes.
  - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
  - Abstain: None.
  - Absent: Ania Kaminska.
- Item 4: Action: Board Elections (Chair Evans)
  - Austin Evans, Natasha Salgado, and Sunny Lee expressed interest in serving in a Chair or Vice Chair role.

- With a motion by Sarah Mattinson and a second by Jenna Hanson, the Board voted to have one Chair and two Vice Chair roles and approve Austin Evans as Chair and Natasha Salgado and Sunny Lee as Co Vice Chairs.
  - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
  - o Abstain: None.
  - Absent: Ania Kaminska.

#### Item 5: Discussion: San Ysidro BID Advisory Committee Members (Member Lee)

- Sunny Lee gave an update on the current interest for the San Ysidro BID Advisory Committee.
- Currently, there are 3 applicants interested. 1 applicant is pending review. Sunny has contacted the 2 other applicants.
  - Carlos Javier Mejia is not a current business owner but is interested in representing a colleague's business. The board requested a letter be submitted by the business owner confirming they allow Carlos Javier Mejia as the representative.
  - With a motion by Sunny Lee, the board voted to approve Norman Jester onto the Advisory Committee.
    - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
    - Abstain: None.
    - Absent: Ania Kaminska.
- The board discussed the current review process and decided to limit the number of members in the Advisory Committee.
- Item 6: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
  - Alex Southard shared an update on the San Ysidro BID activities.
  - At the May Updates Meeting, the group took action on the following:
    - Organization's name: San Ysidro Community and Economic Development Corporation (SYCEDC).
    - Mission statement: To build a more resilient and prosperous community by creating access to new economic opportunities, supporting local businesses, and fostering partnerships that promote sustainable development for the binational community of San Ysidro, its residents, and visitors.
    - Vision statement: To be a vibrant and thriving community where its businesses, residents and visitors all benefit from the advocacy and initiatives championed by the San Ysidro Community and Economic Development Corporation; that leans into and takes advantage of its cross-border culture; that serves as a destination for people to come work, live and play; and creates a new binational model for the world to behold.

- Organizational structure: 9-15 board members with a minimum of 9 being assessment payers and remaining seats for community stakeholders as well as the Executive Officers identified to include a Chair, Vice Chair, Secretary, and Treasurer.
- Voted on only forming a 501(c)(3).
- The May Working Meeting is taking place tomorrow, May 28<sup>th</sup>. The group is continuing to discuss the nonprofit formation.
- Sunny Lee will continue to be the San Ysidro BID Advisory Committee cochair. There will not be an alternate co-chair after Donna Deberry retires.
- Item 7: Action: Draft Advising Letter (Chair Evans)
  - None.
- Item 8: Staff Report
  - a. Economic Development Department (Liaison Southard)
  - Alex Southard provided an update from the Economic Development Department.
  - Ania Kaminska resigned from the board and Donna Deberry will retire soon. There will be 2 vacancies on the board.
  - The FY2026 proposed budget was released online on April 15 and the "May Revise" on May 14. Budgets can be found on this webpagewww.sandiego.gov/finance/draft.
    - The Small Business Enhancement Program is not funded in the May Revise.
    - The final budget determination will take place on June 10.
  - In February, the Select Committee on Addressing the Cost of Living voted to draft an ordinance that establishes a minimum wage for hotel, event center, and janitorial service workers in the tourism sector. This item is expected to return to the Committee in June for further discussion.
  - A few board members have upcoming expiring seats at the end of June. EDD staff will contact members with reappointment information.

#### Item 9: Board Member Comments

- a. Suggested items for future meetings
- The board discussed several items for future meeting topics including:
  - SBAB Report to the Economic Development and Intergovernmental Relations Committee
    - Development Services update on streetaries
    - Presentation from the tourism authority
    - Presentation from the regional chamber
    - Update on the Seaport Village project
    - Contracting with the City
    - Presentation from the USD Nonprofit Institute
    - Discussion on commercial rent limits
    - o Presentation from the Downtown San Diego Partnership

#### Item 10: Conversation with Councilmember Henry L. Foster III

- Councilmember Foster shared information regarding his priorities.
- The Councilmember shared his experience and previous work with District 4.
- The board asked questions and conversation followed.
  - Discussion was held regarding the proposed minimum wage increase for tourism workers and the Councilmember's support for all residents to have a livable wage.
  - Highlighted proper investments are needed in District 4 and opportunity zones in addition to collective efforts between all agencies.
  - Expressed his support of the Small Business Enhancement Program, shared it was included in his budget memo.
  - The Councilmember discussed the recent advisory letter sent from SBAB this year and its emphasis on public safety.
- Item 11: Non-Agenda Public Comment
  - None.

#### Item 12: Adjournment

• The meeting was adjourned at 10:22 AM.

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### **SMALL BUSINESS ADVISORY BOARD UPDATE**

Justin Apger Chief Operations Officer & Executive Vice President

### **CREATE AMERICA'S OUTDOOR DOWNTOWN**

#### Our Vision for Downtown

A vibrant, thriving, and dynamic Downtown that inspires innovation, creativity, and a sense of belonging

#### Our Mission

To advance the economic prosperity and cultural vitality of Downtown San Diego



### **DOWNTOWN DEMOGRAPHICS**

The Downtown San Diego Partnership commissions research to study who lives, works, and plays in our urban core. Findings from our study and attitudinal survey.





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**High-Earning** 

37,000 Residents

**Key Findings** 



60% between 25-54



50% lived Downtown 5+ years







52% have a BA degree or higher

#### **Reasons to live Downtown**

61% Centrally located

61% Walkability

57% Urban Lifestyle

54% Abundance of Restaurants

51% Access to Amenities



### Top reasons to work in Downtown:

- Proximity to dining (58%)
- Lifestyle (56%)
- Office environment (42%)



### HOUSING



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	UNITS	AFF	HOTEL	RETAIL	OFFICE
Projects Completed in 2024 (7)	1,894	174	390	203,700	1,121,100

### **HOSPITALITY & TOURISM**













### RETAIL



### **OFFICE + LAB SPACE**



### **DOWNTOWN OFFICE TOWERS ARE IN TRANSITION**

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#### Irvine Company sells 2 downtown San Diego office towers

Two privately held real estate companies picked up the skyscrapers on Broadway in separate transactions at the end of 2024. Both buyers intend to continue operating the properties as office buildings.



Irvine Company has sold its office towers at 225 Broadway and 101 West Broadway. The towers bookend the mid-rise Spreckels Building and are pictured here before the redevelopment of Horton Plaza. (CoStar) ≡ The San Diego Union-Tribune



#### Mostly vacant office complex in downtown San Diego will be converted into hotel and residential buildings

Hotel developer J Street Space has purchased the Tower 180 office property at First Avenue and Broadway, and plans to spend \$140 million on its conversion project



The San Diego Union-Tribune 🛛 🧧



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#### San Diego's largest office landlord sells Symphony Towers for cheap

Irvine Company sold the iconic 34-story office tower at 750 B St. for \$45.7 million after 21 years of ownership.



Opened in 1989, the Symphony Towers office building at 750 B St. was built as part of a mixed-use complex in concert with the Marriott-owned hotel fronting A Street and a five-level parking garage. The towers flank Symphony Hall, which is owned by the San Diego Symphony Orchestra. At the time it was built, Symphony Towers was the tallest building in town. (Courtesy, CoStar) The San Diego Union-Tribune



#### Downtown office tower sold to buyer planning to convert vacant floors into residential units

After getting a deal, Encinitas-based Ambient Communities intends to redo the vacant floors at 530 B St. with residential units.



Dan Kirksey Opened in 1966 as the headquarters of the First National Bank Building, the 24-story skyscraper at 530 B Street is a 250,000 square-foot office building in downtown's financial district. It was 76.8 percent leased at the time of its sale. (Dan Kirksey)

### PUBLIC SPACE PROJECTS UNDERWAY



### **DOWNTOWN IN THE NEWS**

≡ The San Diego Union-Tribune **L** ~ Q

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## Famous geneticistUCmoving researchMCinstitute to RaDD projectcreationon San Diego Baydu

J. Craig Venter Institute has leased 50,000 square feet of space at IQHQ's 1.7 million-square-foot life science campus in downtown San Diego.



Scientist Craig Venter stands at his research institute's future home, IQHQ's RaDD project in downtown San Diego. (Sandy Huffaker)

#### UC San Diego buys MOCA downtown, will create \$15M arts campus dubbed 'The Depot'

The San Diego Union-Tribune

UCSD has been boosting its presence downtown since the Blue Line trolley extension to the booming La Jolla campus opened three years ago.



The San Diego City Council approved transferring 1100 Kettner Blvd. to UC San Diego in which the school will turn into a hub for local nonprofits, artists and performers. Monday. The San Diego's Museum of Contemporary Art sold the building to the university, shown here on Monday, Nov. 25, 2024. (K.C. Alfred / The San Diego Union-Tribune)

#### New vision for San Diego's Civic Center strives for renaissance of downtown

The San Diego Union-Tribune

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Downtown boosters seek to turn a justreleased vision for six blocks of cityowned real estate into something more than pretty pictures despite city's budget woes.



A rendering of the Civic Center conceptual vision, as seen looking north along the Second Avenue corridor from C Street. The rendering illustrates a reimagined public space framed by cultural and educational uses. (Design Distill) E PR Newswire

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The Shipyard Expands California Operations with New San Diego Headquarters

NEWS PROVIDED BY The Shipyard → Mar 19, 2025, 12:00 ET

SAN DIEGO, March 19, 2025 /PRNewswire/ -- The Shipyard, one of the nation's fastest-growing independent agencies, is deepening its roots in California with the opening of its new headquarters in San Diego. Located at **185 West F Street** in the heart of downtown, this expansion underscore Shipyard's long-standing commitment to California.

### **2025-2035 PBID RENEWAL COMPLETED**





### PBID IMPACT IN ACTION 2015-2025



>19 Million Pounds of Trash Collected



>189,000 Sidewalks Pressure Washed



>475 Trees Planted



>158,000 Safety Patrols



### **KEEPING DOWNTOWN CLEAN**

### **IMPACT EXAMPLE**

- 4,800+ Pounds Garbage Removed Avg/Day
- 210+ Pet/Human Waste Removed Avg/Day
- 106+ Graffiti Removed Avg/Day
- 340+ Trash Cans Serviced Avg/Day
- 389+ Sidewalks Swept Avg/Day
- 16+ Illegal Dumps Removed Avg/Day
- 833+ Sidewalks Power Washed Avg/Month





### **KEEPING DOWNTOWN SAFE**

### **IMPACT EXAMPLE**

- 52+ Impeding Sidewalk Access Avg/Day
- 24+ Business Visits Avg/Day
- 10+ Reports to Get it Done App Avg/Day
- 144+ Proactive Contacts Avg/Day
- 8+ Report to SDPD Avg/Day





### DOWNTOWN INVESTMENTS: INNOVATION & EFFICIENCY

#### **Sidewalk Cleaning**



Tamper-proof Trash Cans



Clean & Safe Application



24/7 Safety Patrol



### **CLEAN & SAFE CONTACT**



Call: 619-234-8900

Text: 619-414-2698

Email: info@improvedtsd.org

24/7



### WHAT'S NEW IN RENEWED PBID

We heard that people wanted to see more of the services they rely on in our Downtown neighborhoods, as well as additional new services to make Downtown even more clean, safer, and more vibrant.

#### Expansion of Current Services

- Power Washing
- Litter Control
- Safety Patrol Services
- Pet & Human Waste Collection
- Improve Neighborhood Curb Appeal

#### Addition of New Services

- Parks and Green Spaces
- Enhancing Downtown's Front Doors
- Investments for Innovation & Efficiency
- Dedicated Service Zone Experts
- Downtown Clean & Safe Safety Taskforce/Neighborhood Watch





### **NEW SERVICE AREA**





### **BALLPARK DISTRICT CONTACT**

Call: 619-455-1818



Text: 619-455-1818

Email: info@ballparkdistrictsd.com

Monday to Sunday 5 am to 10 pm



### **NEW SERVICE**



- 1. Pantoja Park
- 2. Children's Park
- 3. Tweet Street Park
- 4. Historic Horton
- 5. MLK
- 6. William Heath Mini Park
- 7. EV Green
- 8. Gaslamp Square



### ADDITIONAL VALUE UNHOUSED CARE TEAM





### ADDITIONAL VALUE UNHOUSED CARE TEAM



# **UNH USED CARE IN ACTION CARE TEAM**

**CLEAN & SAFE** 

### PLACEMAKING

#### **Columbia District**

Columbia Creative Crosswalk



Columbia Parklet Location:: Southeast Corner of Kettner & W. Ash St



#### **City Center**

Sidewalk Improvement Location: B St. (Bank of America - Former Donut Bar



E Street Placemaking & Improvements Location: E Street (9th - 10th)



C Street: Vision Location: C Street (2nd - 8th)





#### Cortez

**Street Furniture** Location: Various locations around the Cortez neighborhood



**Creative Crosswalk** Location: Beech St. and 3rd Ave.



#### Marina

**Intersection Mural** 



### **OUR SOCIAL ENTERPISE**

The Downtown Partnership's Urban Strategy Services is the preferred partner for clients looking to take excellent care of their property, neighborhood, or business area with the help of a single expert vendor.

#### **Our Model: One Vendor, Excellent Results**

Urban Strategy Services provides a standardized, transparent, and professional approach to providing community improvement services.







### d o w n t o w n SANDIEGO PARTNERSHIP

### **THANK YOU**

