



**CENTRAL COMMERCIAL  
MAINTENANCE ASSESMENT DISTRICT (MAD)  
MEETING MINUTES**

**Monday, October 25, 2021 from 6:00 to 7:00 P.M.**

To attend the meeting, use the Zoom Webinar login information below. Members of the public will be muted during the webinar; however, the public will be able to communicate with the host via the chat function.

[Meeting Link](#)

**Call to Order and Introductions:** Meeting was called to order at 6:05 p.m.

**Attendance:**

**Community Members**

Chelsea Klaseus  
James Justus  
John Mireless  
Malik  
Marshall Lewis  
Natasha Salgado  
Ray Lawson  
Terrence Sullivan

**Urban Corps Staff**

Arturo Perzabal, Operations Manager

**City Staff**

Councilmember Vivian Moreno, District 8  
Brittany Bailey, Senior Policy Advisor, Office of Mayor Gloria  
Stephanie Estrada, Community Representative, Office of Mayor Gloria  
Lizzie Rodriguez, Council Representative, Office of Councilmember Moreno  
Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department  
Sean Karafin, Program Manager, Economic Development Department  
Michelle Munoz, Small Business Engagement Specialist, Economic Development Department  
Alex Southard, Small Business Engagement Specialist, Economic Development Department

**Non-Agenda Public Comment**

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment.

- A. **John Mireless, Community Member** – Advocated for more community engagement for the Maintenance Assessment District, commented on meeting participation challenges due to past interactions between board, landlords and the community at large.

## Opening Remarks

- A. **Council Woman Vivian Moreno** – Commented on her goal of improving communication and collaboration between all stakeholders in the district.
- B. **Stephanie Estrada, Office of Mayor Todd Gloria** – Emphasized the role and importance of community input and participation in the Central Commercial District and increasing the involvement of more community members.
- C. **Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department** – Highlighted the Economic Development Department (EDD)'s [Central Commercial Maintenance Assessment District Webpage](#) containing information on district as well as meeting minutes, agendas, engineering reports and annual reports and district map. Informed gathering of EDDs intent to hold meetings through the remainder of the fiscal year and include other departments and city services in future meetings.

### 1. FY 2022 Community Advisory Role

#### A. Open Discussion of Community Meeting Times and Format

Sean Karafin, Program Manager, Economic Development Department

- James Justice, John Mireless, and Chelsea Klaseus proposed evening meetings. Chelsea Klaseus advocated for a virtual meeting format, as well as indicated a need to refamiliarize the surrounding community's awareness of the district (what are the barriers, and varying needs of the community).
- Proposal was made by Ray Lawson to have an in-person meeting option, in addition to an online option. The Sherman Heights Community Center was purposed as a location.
- Sean Karafin outlined the EDD's vision of district meeting standing agenda's (inclusion of public comment, report from the contractor of services provided, budgeting, and budget creation, as well as update from the Economic Development Department on issues relevant to the district).

### 2. FY 2022 Budget

Sean Karafin, Program Manager, Economic Development Department

#### A. Budget Overview

- The City is not utilizing any additional assessment dollars in its management of the Central Commercial MAD. The \$3,500 City Administration Fee is uniform across all districts (regardless of whether managed by the city or self-managed) and the FY 2022 council approved budget is reflected in the services agreement for the district. The FY 2022 Budget can be located at [www.sandiego.gov/ccmad](http://www.sandiego.gov/ccmad).
- John Mireless inquired about the status of the district and its impact on the budget. Elizabeth Studebaker clarified that the district is already in the FY 2022 calendar budget (starting July 1, 2021) and that the status of district will be dependent on the petitioners in support of dissolution being able to gather the relevant signatures, and there would be notice by The City of San Diego of such an action.

### 3. FY 2022 Urban Corps Service Agreement

Michelle Munoz, Community Development Specialist, Economic Development Department

Arturo Perzabal, Operations Manager, Urban Corps of San Diego County

#### A. Urban Corps Services Contract

Michelle Munoz, Community Development Specialist, Economic Development Department

- Current Urban Corps contract is a service agreement as opposed to a management agreement. The contract duration is for one year starting July 1, 2021, expiring June 30, 2022. The City can extend the agreement in one year increments up to three times.

- The district is currently city managed for the duration of the 2022 Fiscal Year, however the status of the district could change for future fiscal years which would require contracting with a nonprofit management organization.
- The district budget approved by the City Council for FY 2022 was \$244,462. The service agreement with Urban Corps approved by the City Council includes the following services: litter abatement, graffiti removal, large item debris removal, sweeping, weed removal, tree trimming, and pest control which are consistent with the City Council approved Engineer's report.
- Malik asked a question about which portion of the budget, if any is allocated to paying City staff. Fees paid to the City total \$3,500 which is a fee uniform across all districts regardless of management status. Arturo Perez then detailed the rest of the budget breakdown.

#### B. Urban Corps Report

Arturo Perzabal, Operations Manager, Urban Corps of San Diego County

- The district currently has one supervisor and two urban corps members working daily Monday-Friday 7AM to 4PM. The entirety of the district is cleaned daily. A report is generated daily with pictures detailing the work performed throughout the district.
- John Mireless requested that Urban Corps organize a district walk for the community to provide feedback on the services provided.
- Malik raised a question about the extent to which Urban Corps could remove trash and homeless encampment waste from private property. Lizzie Rodriguez, Council Representative for Councilmember Vivian Moreno's office recommended utilizing the City of San Diego's [Get It Done App](#).
- Chelsea Klaseus recommended that the City of San Diego invite the Environmental Services Department to future meetings to elaborate on the scope of services provided by different service units within the City.
- Natasha Salgado recommended that we provide more context about the history of the district so that all community participants have an equal level of understanding and context about the activities currently being conducted in the district.

### 4. FY 2023 Budget

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

#### A. Budget Outline and Timeline

- The goal of EDD is to have a draft budget for the district prepared by March or April, so the budget can be delivered to the relevant City Council committee by June, and then the full Council for final approval in July.
- While the district's budget has been consistent over previous budget cycles, the EDD is prioritizing community input to account for possible adjustments desired to reflect the current needs of the district.
- James Justus requested to allocate funding in the FY 2023 budget to continue the Banner program that was previously active in the district.
- Chelsea Klaseus made a request to increase the frequency of meetings.

#### B. Economic Development Department Notification Distribution List

- Request was made by Sean Karafin to make sure that any community members interested in updates on the district or who want to sign up for future meetings are signed up for the EDD's new distribution list. To join that list either email [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov) or Sean Karafin ([skarafin@sandiego.gov](mailto:skarafin@sandiego.gov)).

### 5. Adjournment

Sean Karafin, Program Manager, Economic Development Department

- A. The meeting was adjourned at 7:25 p.m.