



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE : July 9, 2012

TO : Council President Tony Young & Honorable Members of the
San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointment to the Civic San Diego Board of Directors

It is my pleasure to appoint Carlos Vasquez to the Civic San Diego Board of Directors, formerly known as Centre City Development Corporation, subject to your confirmation.

Carlos Vasquez is a business owner in San Ysidro and the Acting Treasurer for the San Ysidro Business Association. He is part of the advocacy team for over 650 small, medium and large businesses in the Community of San Ysidro. A skilled listener and practitioner of diplomacy, Carlos has been a leader throughout the San Diego region, serving on the San Ysidro Chamber of Commerce Board of Directors, San Ysidro Business Association Board of Directors, the San Diego Business Improvement District Council, the San Ysidro Planning Group, the Qualcomm Stadium Advisory Board and the Southeastern Development Corporation.

As a consensus-builder, strong negotiator and economic visionary, Mr. Vasquez led a consortium that created the funding mechanism for the City of San Diego's Pilot Village program in San Ysidro, dealing with the community-at-large and 11 property owners. This group assembled parcels of land, created a vision and entered into an Exclusive Negotiating Agreement with the San Diego Redevelopment Agency. During this two year process he frequently met with consultants for land planning, economic models, outreach to both property owners and the community. This project was planned as an ahead-of-its-time model for an underserved area twice dissected by growing freeways and mass transit systems. This vision includes mixed-use living and business uses, access to public services and blight-eliminating redevelopment. While this project has been stalled, the vision and ground work completed has set the stage for near-future opportunity and growth around the World's busiest land border crossing.

Vasquez has been serving the San Diego region for over 18 years, With a primary focus on developing prosperous, sustainable communities. A true native of San Diego's 8th District, Carlos has lived in and served Logan Heights, San Ysidro and South San Diego – all with passion and care. In addition to business and civic groups, Carlos' background includes teaching at the San Ysidro Middle School, where he mentored members of our future. Mr. Vasquez has been married for 24 years, with five children and six grandchildren.

I ask that you confirm this appointment and join me in acknowledging this individual for his continued willingness to serve the City of San Diego in this capacity.

A handwritten signature in black ink, appearing to read "JS", written in a cursive style.

JERRY SANDERS
Mayor

JS:dg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland