



THE CITY OF SAN DIEGO
INTERNATIONAL AFFAIRS BOARD

Meeting Minutes
January 9, 2014

Economic Development

1200 Third Avenue, 14th Floor, Large Conference Room, San Diego, CA 92101 - 619.236.6364

Present: Emiliano Aragon Gloria Cazares Deborah Flores	Present: Alfonso Hernandez Bob Morris Pamela Thorsch	Excused: Donovan Geiger Patricia Reeve	Guests: David Edick Rita Lim Suzie Ditmars
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City Economic Development Staff: Adrienne Turner, Lydia Moreno

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**Call to Order:** Chair, Pamela Thorsch @ 4:08 p.m.

**Approval of Minutes** – The November 18 minutes were approved unanimously

**Action Items and Information Reports:**

- a. *Annual Report – Review new edits and approve amended report*  
The board approved the report unanimously with one change requested by Deborah Flores
- b. *Request to repair Sister City signage in walkway between City Hall and Civic Center Plaza – David Edick, President of Sister Cities*  
A photograph of one of the two signposts was distributed showing the poor condition of some of the directional signs. Also, photographs of various Sister City signposts throughout the world were circulated. The board agreed a new signpost and directional signs were needed. Research indicated the city's sign shop in the Traffic Division had worked on the signs in the past. However, that resource was no longer available. Cost estimates and a sponsor should be pursued by the San Diego International Sister Cities Association (SANDISCA). IAB requested that Mr. Edick submit a letter to the board with the projected repair/replacement request along with samples of other Sister City Signage as examples in order to bring forth with a recommendation to the Mayor's office, which would include a city emblem.
- c. *Recognition Award – call for nominees and date/time of presentation*
  1. *Finalize vetting process of recognition award*  
The chair asked for input to the draft of the vetting and selection process for candidates. The suggestion was made that the award should be made annually with one recipient in each of the individual and organization categories being selected.  
In order to facilitate the edits, Pamela and Gloria requested to set up a meeting with Staff to revise draft and bring revisions/recommendations to the February meeting.
  2. *Advertising/promo/sponsorship of award*  
Each board member would be responsible for disseminating information on the award plus submitting or seeking sponsors to submit candidates for the vetting process, along with the Mayor's Office and Members of City Council.
  3. *Naming the award*  
International Spirit Award and Global Spirit Award were mentioned.

d. *Review draft of thank you letter template – Emilano Aragon*

The letter was reviewed and the Board voted unanimously to use it as a template. Each board member could fill in the details of a particular situation. The letter would then be sent to the Mayor's office for approval prior to mailing.

e. *IAB member designated country program – consideration to continue*

Board members discussed that members need to be active in the various communities with broad international diversity. Both Pamela and Gloria stressed the importance of members establishing contacts within the various locally diverse communities, which would in turn translate to more global outreach. Board unanimously voted to discontinue the country program, and would consider creating a more local involvement. It was proposed that a plan of action be drafted by the chair for the next meeting.

**Discussion Items:**

a. *Strategic Planning – Review draft Proposal for 2014*

A draft plan on how to proceed requesting guidance should be made to the new mayor following the February election. Staff was asked for input and suggested following the mission statement.

b. *Advisory board versus governing board*

The chair distributed a sheet showing the definitions of each type of board as an information item. Board members reviewed and discussed briefly.

c. *2014 IAB event attendance/participation – required*

The board should report on events they attend. The chair proposed the idea to piggy-back onto the events of other organizations, adding the IAB name to the promotional materials and signage, etc. Also, the chair discussed the possibility of creating a discounted film festival program pass as an example engaging the various film festivals in San Diego.

d. *Speaker presentations – outcome/objective/action plan in having speakers*

The chair suggested and volunteered to draft a plan of action for future speakers, asking the IAB to consider the reason why speakers were asked to present to the IAB, and how the IAB could be of service and benefit to them and to the city by having them. She went on to state that if no outcomes are achieved then the IAB is wasting the time of the presenters. Suggestions were made that the IAB members utilize the information from the speakers and write white papers, and circulate an informational overview to the Mayor and City Council, highlighting points of interest and information that they would find of interest.

Gloria Cazares advised the board that she was speaking with Jim Wynn, Deputy Commissioner of the SD County Agricultural Dept. as a potential speaker for the February meeting.

e. *Update on board appointments*

Pamela Thorsch relayed a conversation with the Mayor's office. A request to the council offices will be made for nominations in the near future.

f. *Sister Cities –Revise City Council Policy #00018 - David Edick, President of Sister Cities.*

David Edick discussed issues with the current policy and his suggested changes. Staff referred him to the specific policies and procedures that need to be followed in order to request a change to a Council Policy.

**Board Chair Report:**

**Announcements:** Report of member activities - **None**

**Adjournment:** Pamela Thorsch adjourned the meeting at 5:45 p.m.

**Next Meeting:** February 13, 2014

**RSVP or if unable to attend meeting call Adrienne Turner at 619.236.6364 or email at [aturner@sandiego.gov](mailto:aturner@sandiego.gov)**