



THE CITY OF SAN DIEGO  
INTERNATIONAL AFFAIRS BOARD

Meeting Minutes  
May 14, 2015

Economic Development

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

**Present:**

Bruce Abrams  
Roberto Alcantar  
Emiliano Aragon

**Present:**

Deborah Flores  
Rita Lim-Wilby  
Jordan Marks  
Rebecca Morales

**Excused:**

Kathleen Charla  
Mark Leo  
Bob Morris  
Patricia Waller

**Guests:**

Rithy Chrong  
Emily Hill  
Jyothsna Konda  
David Slack  
Keshau Damoor  
Arpita Verghese

**City Economic Development Staff:** Adrienne Turner, Lydia Moreno



**Call to Order:** Bruce Abrams, Chair @ 2:12 p.m.

**Approval of Minutes:** April 9, 2015 minutes were approved

**Introduction:** New board member Jordan Marks was introduced and welcomed by the board.

**Non-Agenda Public Comment:** Arpita Verghese, Community Engagement Manager, School of International Relations & Pacific Studies at the University of California, San Diego introduced herself and gave a brief presentation on the UCSD activities and suggested there may be opportunities for future partnerships.

**Guest Speaker:** Nisan Bar Zion, Chief Technology Officer (CTO), Adamant Solutions, gave a presentation on cyber security (the protection of digital assets such as financial, personal, and health information). He showed a graphic depicting on-going cyber attacks directed at the United States that originate from countries around the world. In 2014, 43% of businesses employing approximately 85 persons were breached. On average, 2.8% of customers are lost when a business is breached; furthermore, each breach of information in the United States costs the company more than \$3.5 million. 80% of attacks need an inside man, or someone from inside the business to make a mistake; once the system is accessed, it takes approximately 7 months for anti-threat software to detect the breach. Temporary contractors and temporary employees are the second largest cyber security threat to a business. Hackers go after people and networks. They “hack” for the pay, the reputation, or to promote a cause (activism). Primary means of hacking is done through phishing via email or calling on the telephone. Businesses should educate employees on prevention measures such as not clicking on email links, checking website addresses before typing in credentials, and never give credentials over the phone.

**Action Items:** None

## Discussion Items:

- a. Mayor Faulconer's office – Don Giaquinto  
June 1<sup>st</sup> through 3<sup>rd</sup> a delegation (similar to a city legislature) from Kenya will visit San Diego to learn about the city, meet with council members and visit a hospital with the objective to leave with new ideas to implement in Kenya. A meet and greet with IAB members is a possibility.  
National Geographic premiered its *World's Smart Cities: San Diego* documentary in April. It has since been shown on the National Geographic Channel. It could be a good resource to share with others. Don will try and obtain a copy for members.
- b. Update regarding intern program.  
Emily Hill has completed her internship. A new intern, Rithy Chrong, was introduced. Rithy expressed his interest in international business and potentially collaborating with Japan Airlines
- c. Monthly meeting agenda process  
Board members were requested to meet the requirement of submitting Agenda items or drafts for Discussion items to the Chair and staff in time to meet the deadline for distributing the final meeting Agenda to the board by at least seven days prior to the meeting.
- d. IAB Draft Recognition Letter  
Emiliano distributed a draft of a Letter of Recognition to thank individuals who support the mission of the board or who have opened the board's eyes to happenings in the city of San Diego. The letters should be on city/IAB letterhead. Next meeting: bring information on an organization or individual to recognize.
- e. San Diego African Cultural Festival and the Somali Youth Organization.  
The Nigerian Progressive Union has invited the IAB to this event. IAB members are encouraged to go support and participate
- f. Centennial Activities (subcommittee)
  - IAB not authorized to fundraise money, so should encourage other groups with access to funding to hold internationally-focused events.
  - IAB can partner with someone already holding an event
  - Suggestion to have a speaker on the impact of the Panama Canal within the last 100 years
  - Issues of how to implement an event, find a venue, find partners, and whether to have two smaller events or one big one
  - Subcommittee to respond within 10 days (Jordan Marks, Rita Lim-Willby, Don Giaquinto, Roberto Alcantar)
- g. Annual Report 2015 – 1<sup>st</sup> quarter update, discussion and suggestions.
  - Board Members to send their quarterly reports to the interns; may use hyperlinks to events so that interns can add more detail
  - Potentially include intern and volunteer activities in the Annual Report

## Board Chair Report – Bruce Abrams:

Bruce attended an event on the events of the Holocaust (“Defiant Requiem”). The Council representatives from Mexico attended, as well as half the Consular Corps because Mexico had previously given asylum to Jews.

### **Announcements:**

- IAB Member Expectations (Jyothsna Konda)
  - Bylaw review- Articles 3 lays out terms of membership, which is similar to the language in the Municipal Code. It states that members shall serve, without compensation, two-year terms, until a successor is appointed.
  - Article 4 outlines the standard of conduct: members expected to maintain the highest standards of professional and personal conduct; members shall refrain from engaging in activities which could result in a conflict of interest for the city. Moreover, members are expected to attend and participate in all regularly scheduled meetings. Three unexcused absences shall be reported by the Chair to the Mayor for appropriate review. Chair shall report flagrant and repetitive violations of the standards of conduct to the Mayor
  - Article 5 states membership may terminate upon (1) resignation or death of member, (2) expiration of membership term, or (3) written notification by the Mayor that the member's services are no longer desired.
- Information on the World View Project (Emily Hill)  
Keep an eye out for their annual International Non-Profit Fair
- The Nigerian Progressive Union (NPU) attended the monthly House of Pacific Relations (HPR) Board meeting. HPR showed great interest in working with the NPU
- Rita Lim-Wilby- Barbara Bry to speak at the La Jolla Rotary Club about startups in San Diego and to discuss her candidacy for City Council District 1 to replace Sherri Lightner
- Reminder: Patricia Waller out of town for May and June meetings, Kathleen Charla out of town for May meeting.

### **Report of member activities:**

- Emiliano Aragon- Met with the Pacifica Institute about what they do and how IAB can collaborate. Invitation to a dinner
- Roberto Alcantar- Met with the mayor of Imperial Beach to discuss foreign investment and its impact on the border region. Representatives from different groups and foreign investors attended. Attended Border Visions 2015, with the director of the North American Development Bank as the keynote speaker
- Rebecca Morales- Attended an event at USD regarding Social Innovation

**Adjournment:** Bruce Abrams adjourned the meeting at 3:30 p.m.

**Next Meeting:** June 11, 2015

**Questions or comments contact: Adrienne Turner at 619.236.6364 or email at [aturner@sandiego.gov](mailto:aturner@sandiego.gov)**