

**MEETING OF THE BOARD OF DIRECTORS  
OF WORLD TRADE CENTER SAN DIEGO, INC.**

**Agenda**

Tuesday, September 15, 2020  
**3:00 PM**

San Diego International Airport  
SDCRAA Administration Building – Third Floor

***Board of Directors***

Robert H. Gleason, Chair (SDCRAA)  
Erik Caldwell, Secretary (City of San Diego)  
Marshall Merrifield, Treasurer (SDUPD)

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This meeting of the Board of the World Trade Center San Diego, Inc. will be conducted pursuant to the provisions of California Executive Order N-29-20 which suspends certain requirements of the Ralph M. Brown Act. During the current State of Emergency and in the interest of public health, all Board members will be participating in the meeting electronically. In accordance with the Executive Order, there will be no members of the public in attendance at the Board Meeting. We are providing alternatives to in-person attendance for viewing and participating in the meeting. In lieu of in-person attendance, members of the public may submit their comments in the following manner.

**Comment on Non-Agenda Items**

Public comments on non-agenda items must be submitted to the Authority Clerk at [clerk@san.org](mailto:clerk@san.org), no later than 4:00 p.m. the day prior to the posted meeting in order to be eligible to be read into the record. The Authority Clerk will read the first 30 comments received by 4:00 p.m. the day prior to the meeting into the record. The maximum number of comments to be read into the record on a single issue will be 16. All other comments submitted, including those received after 4:00 p.m. the day prior and before 8:00 a.m. the day of the meeting, will be provided to the Authority Board and submitted into the written record for the meeting.

Public comments on agenda items received no later than 8:00 a.m. on the day of the meeting will be distributed to the Board and included in the record.

**Comment on Agenda Items**

If you'd like to speak to the Board live during the meeting, please follow these steps to request to speak:

- **Step 1:** Fill out the online [Request to Speak Form](#) to speak during the meeting via teleconference. The form must be submitted by 4 p.m. the day before the meeting or by 4:00 p.m. the Friday before a Monday meeting. After completing the form, you'll get instructions on how to call in to the meeting.
- **Step 2:** Watch the meeting via the Webcast located at the following link, <https://www.san.org/World-Trade-Center-San-Diego?EntryId=13648>

- **Step 3:** When the Board begins to discuss the agenda item you want to comment on, call in to the conference line, you will be placed in a waiting area. ***Please do not call until the item you want to comment on is being discussed.***
- **Step 4:** When it is time for public comments on the item you want to comment on, Authority Clerk staff will invite you into the meeting and unmute your phone. Staff will then ask you to state your name and begin your comments.

You may also view the meeting online at the following link: <https://www.san.org/World-Trade-Center-San-Diego>

### **REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS**

As required by the Americans with Disabilities Act (ADA), requests for agenda information to be made available in alternative formats, and any 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 the Authority Clerk at (619) 400-2550 or <mailto:clerk@san.org>. The Authority is committed to resolving accessibility requests swiftly in order to maximize accessibility.

This Agenda contains a brief general description of each item to be considered. The indication of a recommended action does not indicate what action (if any) may be taken. ***Please note that agenda items may be taken out of order.*** If comments are made to the Board without prior notice or are not listed on the Agenda, no specific answers or responses should be expected at this meeting pursuant to State law.

Staff Reports and documentation relating to each item of business on the Agenda are on file in Board Services and are available for public inspection.

**Call to Order**

**Roll Call**

**Non-Agenda Public Comment**

*Each individual speaker is limited to two (2) minutes*

**Reports and Action Items**

**1. APPROVAL OF MINUTES:**

RECOMMENDATION: Approve the Minutes of the July 13, 2020 Special Board meeting.

**2. STATUS UPDATE ON LICENSEHOLDER DELIVERABLES AND 2020 WORK PLAN:**

Nikia Clarke, Executive Director, World Trade Center and Mark Cafferty, President & CEO, San Diego Regional EDC

**3. DISCUSSION REGARDING THE IMPACTS OF COVID ON THE GOALS AND PLANS OF THE WORLD TRADE CENTER OF SAN DIEGO:**

Nikia Clarke, Executive Director, World Trade Center and Mark Cafferty, President & CEO, San Diego Regional EDC

**Board Comment**

**Adjournment**

**DRAFT**  
**MEETING OF THE BOARD OF DIRECTORS  
OF WORLD TRADE CENTER SAN DIEGO, INC.**

**Minutes**

Monday, July 13, 2020

**9:00 A.M.**

SDCRAA Administration Building - Third Floor  
3225 N. Harbor Drive  
San Diego, CA 92101

***Board of Directors***

Robert H. Gleason, Chair (SDCRAA)  
Erik Caldwell, Secretary (City of San Diego)  
Marshall Merrifield, Treasurer (SDUPD)

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**CALL TO ORDER:** Chair Gleason called the special meeting of the Board of Directors of the World Trade Center San Diego, Inc. to order electronically and via teleconference, pursuant to Executive Order N-29-20, at 9:05 p.m., on Monday, July 13, 2020, at the San Diego International Airport, Administration Building, 3225 N. Harbor Drive, San Diego, CA 92101.

**ROLL CALL:**

Present: Board Members: Erik Caldwell, Robert H. Gleason, Marshall Merrifield  
Absent: Board Members: None

**NON-AGENDA PUBLIC COMMENT:** None

**REPORTS AND ACTION ITEMS**

**1. APPROVAL OF MINUTES:**

RECOMMENDATION: Approve the Minutes of the May 13, 2020 Special Board meeting.

**ACTION: Moved by Board Member Merrifield and seconded by Board Member Caldwell to approve staff's recommendation. Motion carried unanimously.**

**2. STATUS UPDATE ON LICENSEHOLDER DELIVERABLES:**

Mark Cafferty, President&CEO, San Diego Regional EDC and Jesse Gipe, Director, World Trade Center San Diego reported that MetroConnect has been successful. They reported that the April MetroConnect onboarding event with Mayor Faulkner was canceled due to the shutdown and went virtual for onboarding the new members. They reported that MetroConnects funding has changed dramatically since JP Morgans funding decreased. They reported that they have built a suite of corporate funders to backfill to allow for the continued operations of the program at a high level. They also reported that they will be doing a virtual launch of the 15 cohorts with Mayor Faulkner. They stated that MetroConnects has become a model for how they do their work and it also helps the team engages and works with businesses during this time. They also reported that they anticipate ending the year with memberships down by 30 percent.

Mr. Cafferty reported that Kimberly Becker, President/CEO, San Diego International Airport reported has provided updates on air travel at EDC board meetings. He reported that at the last meeting it was reported that air travel is still off by 87 percent. He stated that she is in constant contact with the EDC team. He stated that his team is conducting ongoing surveys to try to get information from their businesses on their travel needs. He reported that the EDC hosted a webinar that included Alaska Airlines, the San Diego County Regional Airport Authority, Southwest Airlines and the Tourism Authority talking about the current conditions of air travel. He stated that they learned on that call was that three weeks prior that tourism travel was picking up and business travel was virtually nothing, however, in a Board call several weeks later it was reported that tourism travel had drifted down and that there was an uptick in business travel.

Chair Gleason also reported that Visit California has been doing a weekly consumer sentiment check in and that the information is on their website and it gives pretty good real time data that shows up clearly in air travel statistics.

In response to Board Member Merrifield regarding whether business travel will continue to increase, Kimberly Becker, President/CEO, San Diego County Regional Airport Authority stated that it's very difficult to tell from week to week. She stated that many states have individual restrictions and travelers may have quarantine for 14 days when they get to their destination. She stated that our August travel numbers are fairly reflective of scheduled flights for July. She stated that the Authority is proceeding cautiously and that ever projection has indicated a late 2022 and early 2023 full recovery.

Chair Gleason stated that his concern is that it's going to be a very deep, long and dark fall in regards to tourism and that there will be a lot of shaking out of business through this period of time.

Ms. Becker reported that she have a meeting with meeting planners from across the country and that the Authority, Convention Center, hotels and tourism will be talking with them about what to expect when you travel into San Diego. She stated that the next two meetings will be focused on safety protocols and the calendar for next year to try get people back into San Diego and welcome them back when it's safe.

Board Member Merrifield reported that the working waterfront is doing pretty well and it's pretty stable. He reported that a lot of the restaurants have adapted to the outdoor dining pretty effectively. He reported that the Brigantine is still planning to open in the next two months.

Mr. Cafferty also reported that they received an update from the Port that no cruise ships are coming into Port which has a measured economic impact to the community. He stated that they are trying to focus on the businesses, which are not that noticeable, that supports the cruise ships when the ships dock. He stated they are the back end engine of the economic tied to tourism. He reported their team's focus will be working with business that won't make it and to assist with the retraining of employees for other employment.

Board Member Caldwell commended the World Trade Center of San Diego and the Regional EDC on how quickly they have pivoted and taken on the role to support small businesses. He reported that since the principal source of funding for advertising efforts for San Diego comes from hotel revenue, we will have to get creative as to how to fund the advertising efforts.

**3. STRATEGIC THINKING DISCUSSION:**

Discussions on this item were included under Items 2 and 4.

**4. UPDATE ON THE GLOBAL COMPETITIVE COUNCIL'S 2<sup>ND</sup> QUARTER MEETING:**

Mark Cafferty, President & CEO, San Diego Regional EDC and Jesse Gipe, Director, World Trade Center San Diego, provided an update on the Global Competitive Council's 2<sup>nd</sup> Quarter meeting that included discussions regarding pressures on the localized supply chain, foreign direct investments in San Diego in Biotech and life sciences, the impacts of the pandemic two to five years out in the US and in other countries and trade missions. They also reported that the discussions included risk mitigations for operations.

Hampton Brown, Interim Vice President Marketing & Innovation reported that the WTC has been instrumental with assisting with completing the business travel survey which form the basis for a webinar with travel planners which will be critical when the Authority discuss the resumption of international service.

Board Member Merrifield reported that the Port laid out a new optimization plan for the Tenth Avenue Marine Terminal as part of their Go Global Plan.

Joel Valenzuela, Director, Maritime Business Line at Port of San Diego reported that the Port's Tiger Project was completed at the end of June. He stated that it is foundational project for the Tenth Avenue Marine Cargo Terminal modernizations creating more open flexible space. He also reported that they have completed the Porsche processing facility in National City that is connected to the Global Competitive Council which was one of the key projects that was under discussion during the WTC delegation to Stuttgart last year. He also reported that the Port is using this pause to evaluate and look what the new normal will look like for cruise operations in San Diego.

**BOARD COMMENTS:** None

**ADJOURNMENT:** The meeting adjourned at 10:03 a.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC. BOARD  
THIS 15<sup>TH</sup> DAY OF SEPTEMBER, 2020.

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ROBERT H. GLEASON  
CHAIR  
WORLD TRADE CENTER SAN DIEGO, INC.  
BOARD OF DIRECTORS

ATTEST:

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TONY R. RUSSELL, DIRECTOR  
BOARD SERVICES/AUTHORITY CLERK

## **ITEM 2**

# **STATUS UPDATE ON LICENSEHOLDER DELIVERABLES AND 2020 WORK PLAN**

**and**

## **ITEM 3**

# **DISCUSSION REGARDING THE IMPACTS OF COVID ON THE GOALS AND PLANS OF THE WORLD TRADE CENTER OF SAN DIEGO**

**There are no materials for  
these items at this time**