



Downtown Oceanside  
Property and Business Improvement District  
Minutes [Hybrid meeting]  
Wednesday, February 9, 2022

**Call to Order:** Gumaro Escarcega called the meeting to order at 12:05 p.m.

**Present (in person):** Allen Adem, Lauren Colvin, Adrienne Hakes, Barbie Matthiesen, Michelle Geller and Nathan Mertz

**Present (virtually):** Lauren Aldrich-Sweeton and Dick Hamm

**MSO Staff:** Rick Wright (virtual), Gumaro Escarcega, Kim Heim and Bobbie Mills

**Absent:** Heather Courtwright, Kimberly Low, Ron Sarkisian, Cory Whitlock, and Carolyn Smolen

**Guests:** Sunny and Ricardo from Ocean Place and Ken Leighton

**Public:** None

**Approval of September 9, 2021, minutes:** Nathan Mertz motioned to approve the September 9, 2021, minutes. Lauren Colvin seconded the motion. Motion carried: 7 yes, 0 no, and 1 abstained.

**Information Items:**

- 1. Financial Report and Five-Year Budget.** The budget was included in the packet. Rick Wright requested a motion to approve the 2022 budget totaling \$676,134.43, which includes carrying over the remaining 2021 balance. Using the 2020-2021 unspent funds, the plan is to ramp up security and clean and safe services. Rick reported the courtesy crew operates seven days a week and additional hot-spot cleaning is performed. He said security services are being examined. Nathan Mertz asked if the

*BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Rick Wright at 760.754.4512 at least 48 hours prior to the meeting.*

*NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.*

Landmark Sign budget is enough to fund the project. Gumaro answered yes, we do have enough funds; however, if we find that we do not have enough, we will come back in the next 60 days. Adrienne Hakes made a motion to approve the 2022 Budget. Allen Adem seconded the motion. Motion approved unanimously.

2. **DTOPBID Annual Report.** The report was included in the packet. Gumaro shared some specific issues included in the report such as cigarette butts, human and animal waste, abandoned personal property, graffiti, and property damage. He said the photos demonstrate what the MSO Courtesy Crew has been picking up. Michelle Geller added the report is required to file with the City under the Management District Plan.
3. **Safety Ambassador Report.** Gumaro reported he, Rick and Kim Heim have a meeting tomorrow with the security company to address promised reports and access to their logs that have not been provided.
4. **Placemaking Project Update.** Kim reported the project is about 60-90 days away from completion. Some palm trees will need to be removed to allow independent poles to be erected to attach the project to. He said the current Sunset Market venue lighting will need to come down and another illuminating component installed. He said he was contacted by the City Property Department requesting the plan and elevation in detail, which is the last municipal element needed for the project to exist.
5. **Pressure Washing Update.** Gumaro reported there have been no changes with pressure washing. He again asks stakeholders and businesses to provide feedback and report any known issues.
6. **DTOPBID Clean and Safe Ad Hoc Committee First Meeting.** Gumaro reported the Ad Hoc Committee's first meeting was the previous Monday. He said the Committee recommends moving forward with the 2022 Budget and increasing security services. He said 10 stakeholders attended the meeting as well as City and OPD staff. The main topic was the homeless/transient situation in the PBID boundaries. Discussion included ways to deter gathering such as lighting alleys, transforming alleys similar to Artist Alley, and playing music. Gumaro added the committee meets monthly on Monday at noon and he hopes to recruit additional members.
7. **Board Composition/Recruitment.** Rick reported that meeting with a quorum continues to be a challenge. He asked members in attendance to let Bobbie Mills know whether or not they intend to continue serving on the PBID Governing Committee before leaving the meeting today. He said he and Gumaro will mail a report to all stakeholders and include a recruitment flyer for committee membership.

**Discussion/Questions:** None.

**Items not on this agenda.** Barbie Matthiesen of St. Mary's Church reported their outdoor statue was destroyed one day last week around midnight. She said they had installed 15 cameras and got footage but the individual was wearing a hood. Michelle asked how soon the security contract could be updated, and Gumaro said it will be part of the meeting on Thursday with the security company and could be as soon as at that meeting.

Meeting adjourned at 12:53 p.m.

NEXT MEETING: TBD