



Downtown Oceanside  
Property and Business Improvement District  
Minutes  
Wednesday, May 20, 2020

**Call to Order:** Rick Wright called the meeting to order at 11:07 a.m.

**Present:** Allen Adem, Ron Sarkisian, Lauren Aldrich-Sweeton, Adrienne Hakes, Michelle Geller, Nathan Mertz, Barbie Matthiesen; and MSO Staff included Rick Wright, Gumaro Escarcega, Bobbie Mills

**Absent:** Heather Courtright, Kim Price, Dick Hamm, Lauren Colvin, Cory Whitlock, Carolyn Smolen

## 1. Introductions

### Action Required Business:

- 2. Approval of Minutes from March 11, 2020.** This meeting did not have a quorum; therefore, no vote was taken.
- 3. PBID Update.** Gumaro updated the committee on what MainStreet Oceanside has been doing since the COVID-19 pandemic forced the shutdown of Downtown Oceanside businesses in March. We have been putting our efforts towards supporting the small businesses and have developed web pages to encourage online retail shopping and ordering to go from restaurants. We also created a Virtual Sunset Market page for market vendors. In May the Oceanside Strong Fund was launched to raise monies for a microgrant loan program for small businesses based on application. Gumaro said he talked to downtown property owners in March after the California stay-at-home order was issued. The consensus of stakeholders was to continue with the PBID but that pressure washing and maintenance was not a priority at this time. The focus now is how we can leverage economic development done through partnerships with Oceanside Strong, beautification projects and

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*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.*

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creative placemaking. How can we increase foot traffic to businesses when the county reopens? Gumaro also updated the committee on the mural program. Mural number two is moving forward and is a form of placemaking. Mural number three is on hold due to fundraising – we need to wait for more reopening of businesses for income flow again.

**4. Board Member Discussion.** Gumaro then opened the floor for ideas from members of the committee.

- a. Ron Sarkisian said it was proposed many years ago to the City Council that Oceanside has the best beaches but nobody ever advertises this – get people here then advertise beaches. Gumaro agreed that the Pier is our landmark but reminded everyone that physical distancing is a priority for public health and we want to be safe when marketing. Visit Oceanside is marketing and there has been a lot of visitors over the past two weekends. We need to look at tangible items.
- b. Gumaro also mentioned that a parklets initiative had been presented to the city in 2015. He asked Michelle Geller if the city has taken another look at that proposal considering the situation created due to the pandemic. Michelle said that parklets are back in play but outdoor seating is easier to put in place right now. The City is streamlining guidelines for restaurants to add outdoor seating using adjacent sidewalks, parking lots and streets with discussion including closing one specific block on one night.
- c. Allen remarked that now is the time for capital improvements/construction within the district. Homeless are everywhere – vandalism and indecent activity – we need to handle the homeless situation first. Gumaro said that Wyndham mentioned the beach goers have minimal to no access to public restrooms and we need signage.
- d. Allen asked how we could get people to come downtown. Gumaro said that people want to feel safe and asked how can we communicate that safety guidelines are in place. Michelle answered that Economic Development at the City is developing tools and resources for businesses to use and post to convey to the public what safety steps/measures they are taking.
- e. There was a long discussion regarding masks and that it was inconsistent – several committee members said they see groups wearing masks but individuals not wearing masks – and it does not seem to be enforced. Michelle Geller said that technically wearing masks is not required unless someone is within 6 feet of another person. The City does not know how much the County will require us to enforce it. So far enforcing policies has been a burden and it will need to be self-managed.
- f. Allen asked the committee members if they would feel better with outdoor seating. Gumaro said he has received mixed information from restaurants: for some it's not about the money but more about the health and safety and so they are willing to wait to reopen. He said the pressure to reopen is coming from the ones that are not willing to wait. He asked how do we

communicate to the ones not willing to wait – the ones who are pushing to reopen.

- g. Lauren said her properties are not fully open at this time and they are trying to be proactive right now to do tangible projects. She suggests the committee take advantage of the time we have now to focus on placemaking, wayfinding, and advocacy. A specific project could be a crosswalk at 333 – there is a nonstop flow of pedestrian traffic. Adrienne mentioned a pedestrian light for walking. Allen suggested we get a list together of ideas to present and vote at the next meeting. Gumaro invited Allen, Lauren and Michelle to set a date and meet with him for a downtown walkabout to discuss and list possible tangible projects to present at the next meeting.

- 5. Public input for items not on this agenda.** Rick gave an update on the collection of PBID assessments. Rick said that all collections went well with 100% of stakeholders' property taxes paid. The City has the money until the PBID Committee has a bank account set up to receive the money. The Oceanside Beach Resort is the only one pending as it is delayed until February 2021.

**Ron left the meeting at 11:44 a.m.**

Gumaro said he would keep the committee in the loop. He also said Dick Hamm is interested in doing some kind of economic development activity, but does not know what it will look like until phase four.

Meeting adjourned at 11:45 a.m.

NEXT MEETING: June 10, 2020 at 11:00 a.m.