Executive Director Report to the Board
February 24, 2020

We have hired a new office manager. She starts on Monday, February 23. She will receive one week of training from Kathy Hamman. Thanks to the Executive Committee, Kim and Gumaro for assisting me with the recruitment and selection process. I also received support from Scott and Tracey at the Chamber.

We received a report from the City of Oceanside that the Quiet Zone should be through the remediation and approval process by the end of April.

Most of you attended our 20th anniversary party on the rooftop of the SALT building. It was a wonderful gathering of MainStreet Oceanside supporters, some of whom supported us from the very beginning. We received recognition from San Diego County Supervisor Jim Desmond.

Gumaro, Chad and I attended the Oceanside Chamber's Meet the City event on January 30th. I had a nice chat about geographical probation with a representative of the District Attorney's office.

The Streamlined Downtown Zoning Proposal will go to the City Council on Wednesday, February 26th. MSO Board wrote a letter of support.

Gumaro and I met with Michelle Geller regarding the PBID's finances and the procedures necessary to move the tax assessment proceeds into MSO's control. The City has collected $155,783.53 so far from the County Tax Assessor. We also agreed upon a protocol for requesting the City's share of the PBID (the City is not assessed by the County). Until we have a bank account and accounting procedures in place that are approved by the PBID Governing Committee, we will leave the funds at the City.

Gumaro and I met with Haley Petersen and a downtown property owner regarding possible uses for his large building. We also met with Haley and an investor regarding downtown investment opportunities.

The MainStreet Morning Meeting featured speakers on the Streamlined Downtown Zoning Proposal and Organic Food Waste Disposal. District 1 City Councilmember Esther Sanchez gave an update.

On February 12th, we hosted a workshop for the DTOPBID stakeholders. About 25 property owners attended. We presented information on the history of the PBID formation and basic information on the District Management Plan and budget. (See agenda attached.) The group decided to form the official PBID Governing Committee at their next meeting scheduled for March 11th at 11:00 am.

At the Oceanside Chamber of Commerce meeting on February 18th, Deputy City Manager Jonathan Borrego reported that the City has hired a new Assistant City Manager. His name is Michael Gossman who comes from the Santa Cruz area. The City is also creating a new Deputy Development Services Director position.

At the Visit Oceanside board meeting on February 20th, Ted Schiafone, Director of Harbor and Beaches reported that annual sand dredging project will commence very early this year. The dredging contractor will arrive in town on Monday, February 24th and should start dredging the following Monday. He also reported that he is proposing a two-year study which would provide a complete analysis of the investment required to repair and replace the Harbor's aging infrastructure.

Quiet Zone Update: Train tests through the five crossings is tentatively scheduled for March 13. Successful testing is one of only the few remaining approvals, but does not shorten the 60- day Notice of Intent or the 21-day Notice of Establishment periods.

UPCOMING MEETINGS:

MainStreet Morning Meeting: Tuesday, March 3rd, 8:30 am
TOPIC: San Onofre Decommissioning
Oceanside Chamber of Commerce Board Meeting, Tuesday March 17th, Noon
Visit Oceanside Board Meeting, Thursday, March 19th, 10:00 am at MSO Office

UPCOMING EVENTS:

PBID Meeting for Board Formation, Tuesday, March 11th, 11:00 am.

NEXT MAINSTREET OCEANSIDE BOARD MEETING: March 24th at noon.

Downtown Oceanside
Property and Business Improvement District
Workshop

Wednesday, February 12, 2020
11:00 a.m.

AGENDA

Introductions

1. Welcome
2. History of the DTOPBID
3. PBID Basics
    a. Purpose
    b. Budget
    c. Duration
    d. Management
4. PBID Activities
    a. Maintenance
    b. Safety
    c. Economic Development and Capital Improvements
    d. Administration and Advocacy
    e. Contingency/Reserve
5. Exercise
6. PBID Governing Committee
    a. Purpose
    b. Composition
    c. Formation Process

Questions

Date and Time of Next Meeting

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at last 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.

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Downtown Oceanside Property and Business Improvement District

Formation Workshop February 12, 2020

Notes from Exercise (agenda item 5)

Maintenance	Safety	Econ Dev & Capital Improvement

• Pressure washing – 15
  ○ sidewalks
  ○ alleys
• Litter removal/recycling – 14
  ○ add some bins
  ○ more trash cans
  ○ person to canvas every day/every other day
  ○ removal in alleys
• Graffiti removal – 3
• Landscape – 10
  ○ tree trim
  ○ seasonal
  ○ flower baskets on light poles
	• Ambassadors for pedestrians – 3
	  ○ call it "Roving Ambassadors" or "Roving Resource"
	  ○ also train to deal with homeless
	• Support crime prevention – 5
	  ○ work with police
	  ○ prevent scratching/etching of glass windows
	  ○ grant program for CPTED
	• Ambassadors for homeless prevention – 6
	• Security services – 17
	  ○ dedicated patrols including alleys; bicycle monitoring
	  ○ cameras; with voice/speaker option; also in alleys
	  ○ lighting in alleys
	  ○ plain-clothes off-duty police
	  ○ increase law enforcement presence
	• Other – 2
	  ○ "Defensible space" practices
	  ○ Honor[?] U.S. people of renown that would bring people here
		• Wayfinding/seasonal décor – 8
		  ○ *no banners
		  ○ street trees between palms
		• Additional street lighting – 11
		  ○ decorative lighting
		  ○ lighted crosswalk on Seagaze near Blade
		  ○ LED retrofit lighting
		  ○ market lights over Mission & Coast Hwy
		• Trolley/shuttle service – 8
		  ○ charge min. fee to use
		  ○ run between downtown and harbor
		• Façade improvement – 4
		• Other – 8
		  ○ infrastructure
		  ○ pedestrian promenade – Pier View
		  ○ pedestrian – scale street improvements
		  ○ placemaking opportunities
		  ○ public art
		  ○ replace back-in parking on Mission
		  ○ traffic circles (suppress traffic noise)
		  ○ create inviting environment with art, statues – statues of great USMC generals on street corners