

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

Agenda

Monday, July 13, 2020
9:00 AM

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)

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, 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.
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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 Minute of the May 13, 2020 Special Board meeting.

2. STATUS UPDATE ON LICENSEHOLDER DELIVERABLES

Mark Cafferty, President & CEO San Diego Regional EDC

3. STRATEGIC THINKING DISCUSSION

Mark Cafferty, President & CEO, San Diego Regional EDC

4. UPDATE ON THE GLOBAL COMPETITIVE COUNCIL'S 2ND QUARTER MEETING

Mark Cafferty, President & CEO, San Diego Regional EDC

Board Comment

Adjournment

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

Minutes

Wednesday, May 13, 2020

3:00 P.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)

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 3:05 p.m., on Wednesday, May 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 November 14, 2019 Board meeting.

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

2. ELECTION OF OFFICERS:

ACTION: Moved by Board Member Merrifield and seconded by Board Member Caldwell to appoint the officers to new terms in their current positions. Motion carried unanimously.

3. STATUS UPDATE ON 2020 WORKPLAN:

Chair Gleason stated that as the agenda is discussed today, although the items are standing typical ones, there is nothing typical about the current events. He requested that everyone share his or her perspectives regarding the current events.

Board Member Caldwell stated that despite the current challenging Covid-19 situation, there is a commitment to move forward and to maintain what has been built by the World Trade Center, San Diego Inc.

Board Member Merrifield stated that he would advocate for the World Trade Center, San Diego, Inc. to continue its work. He stated that the next six months would be challenging, but that the tremendous success of the group needs to continue, including licensing.

Chair Gleason stated that there is a desire to continue the work collectively. He recommended deepening representation and nurturing global connectivity as this will be important moving forward.

Dr. Nikia Clarke, Executive Director, World Trade Center San Diego, provided a presentation on the 2020 Work Plan that included: Mission, Economic Impacts of Covid, Economic Impacts of Covid on San Diego, Crisis Response – Support Small Business, and 2020 Work Plan Highlights.

4. STATUS UPDATE ON LICENSEHOLDER DELIVERABLES:

Dr. Clarke provided a presentation on license holder deliverables that included 2020 Founding Partner Contracts Highlights – Port Deliverables, Airport Deliverables, and City Deliverables.

5. STATUS UPDATE ON 2025 GO GLOBAL REGIONAL STRATEGY PLAN:

Dr. Clarke provided an update on the 2025 Go Global Regional Strategy Plan that included WTC Activity Completed, WTC Activity in Progress, and WTC Activity Delayed.

Board Member Caldwell recommended revising the original strategy to align with current realities and be able to leverage those strategies moving forward. He suggested that the 2025 Strategy title should be “Where Are We Going Now?” with all that has happened. He questioned how are we leveraging the GCC in the development of this strategy.

Chair Gleason recommended that the plan be flexible moving forward. He suggested that the WTC go back to the basics and core competencies, plus describe the process of evolving the strategies all the way back to the beginning since there will be some rebuilding required. He stated that we don’t know where we are going to end up in the economy, so the plan should allow for various levels of activity.

BOARD COMMENTS

Board Member Merrifield stated that in the next several months the focus will be to come out of this situation with as many businesses as possible still afloat.

Chair Gleason requested that the Authority Clerk poll the Board to identify meeting dates in July and September. He also requested that, besides an update from each agency, the next agenda include a strategic thinking discussion, and an update on the Global Competitive Council's 2nd Quarter meeting.

Adjournment: The meeting adjourned at 4:23 p.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC. BOARD

THIS 13TH DAY OF JULY, 2020.

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

ATTEST:

TONY R. RUSSELL, DIRECTOR
BOARD SERVICES/AUTHORITY CLERK