

**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)

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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 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 2<sup>nd</sup> 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 13<sup>TH</sup> 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