

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

Agenda

Wednesday, May 13, 2020

3:00 PM

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 Agenda Items must be submitted to the Authority Clerk at clerk@san.org and indicate the agenda item number you wish to submit your comment for. Comments on specific agenda items may be submitted up until the Chair calls the item. If you indicate in your email that you would like your comment to be read at the meeting, your submitted public comment will be read into the record for 2 minutes or in accordance with the time period established by the Chair. All public comments received up until the time the item is called will be submitted into the written record for the relevant item.

Comment 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.

You may also view the meeting online at the following link:-<https://www.san.org/World-Trade-Center-San-Diego?EntryId=13389>

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.

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 Minutes of the November 14, 2019 Special Board meeting.

2. ELECTION OF OFFICERS

3. STATUS UPDATE ON 2020 WORKPLAN

Dr. Nikia Clarke, Executive Director, World Trade Center San Diego

4. STATUS UPDATE ON LICENSEHOLDER DELIVERABLES

Dr. Nikia Clarke, Executive Director, World Trade Center San Diego

5. STATUS UPDATE ON 2025 GO GLOBAL REGIONAL STRATEGY PLAN

Dr. Nikia Clarke, Executive Director, World Trade Center San Diego

Board Comment

Adjournment

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

Minutes

Thursday, November 14, 2019

9:00 AM

Port of San Diego
Don L. Nay Port Administration Boardroom
3165 Pacific Hwy.
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 at 9:13 a.m., on Thursday, November 14, 2019, in the Port of San Diego's Don L. Nay Port Administration Boardroom, 3165 Pacific Hwy, San Diego, CA 92101.

ROLL CALL:

Present: Board Members: Erik Caldwell, Robert H. Gleason, and 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 September 28, 2017 and May 29, 2019 Board meeting.

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

2. AMENDMENT OF BYLAWS OF THE WORLD TRADE CENTER SAN DIEGO, INC.

RECOMMENDATION: Adopt a Resolution (a) establishing the principal offices for the transaction of business of the World Trade Center San Diego, Inc. and (b) amending the bylaws of the World Trade Center San Diego, Inc. to designate where official records shall be maintained.

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

3. STATUS UPDATE ON 2019 WORKPLAN

Dr. Nikia Clarke, Executive Director, World Trade Center San Diego, provided informational presentation which included: review of the World Trade Center San Diego mission, and the current outcomes of the three priority areas which are: Exports/MetroConnect Program, Foreign Direct Investment (FDI), and Global Identity.

4. REPORT ON GERMANY TRADE MISSION

Dr. Clarke and Board Members Caldwell and Merrifield provided highlights of the Germany Trade Mission to the cities of Frankfurt, Stuttgart and Munich.

5. INFORMATIONAL ITEM: GLOBAL COMPETITIVENESS COUNCIL

The Board received information regarding the 2019 quarterly Global Competitiveness Council meetings.

6. UPDATE ON LICENSE HOLDER DELIVERABLES

Dr. Clarke presented information highlighting the deliverables provided to each of the World Trade Center San Diego licensees (Port of San Diego, the Airport, and the City of San Diego) during 2019.

7. DISCUSS 2019 ANNUAL REPORT

The Board discussed the draft annual report and had no initial changes. Dr. Clarke requested that the Board send their comments to her by the end of November.

8. REVIEW AND ADOPT 2020 WORKPLAN

Dr. Clarke presented the proposed 2020 work plan highlights. The Board had no suggested changes to the work plan.

Dr. Clarke informed the Board that the development of the 2025 Go-Global Strategic plan will begin in 2020. Dr. Clarke added that she envisions that this would be part of the World Trade Center San Diego workplan and asked the Board how they would like to participate.

Chairman Gleason responded that he would like to participate as a Board, and in keeping with the Brown Act, he suggests the World Trade Center San Diego Board conduct a dedicated workshop for the 2025 Go-Global Strategic Plan.

ACTION: Moved by Board Member Merrifield seconded by Board Member Caldwell to adopt the 2020 Workplan. Motion carried unanimously.

BOARD COMMENTS

The Board discussed meeting dates for 2020 and would like to stick with holding meetings in May and November. The Board also asked Dr. Clarke to establish dates for the strategic plan workshop.

Adjournment: The meeting adjourned at 10:29 a.m.

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

THIS 13TH, DAY OF MAY, 2020.

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

ATTEST:

DONNA MORALES
DISTRICT CLERK
SAN DIEGO UNIFIED PORT DISTRICT

WORLD TRADE CENTER SAN DIEGO

Board of Directors | 2020 Work Plan Update



Nikia Clarke, Ph.D

Executive Director, World Trade Center San Diego

Wednesday, May 13th, 2020

Items 3 - 5



WORLD TRADE CENTER®
SAN DIEGO

2020

Mission

Cultivate a pipeline of export-ready firms, maximize foreign direct investment (FDI) opportunities and enhance San Diego's global identity in order to boost the region's global fluency and competitiveness

EXPORTS

FDI

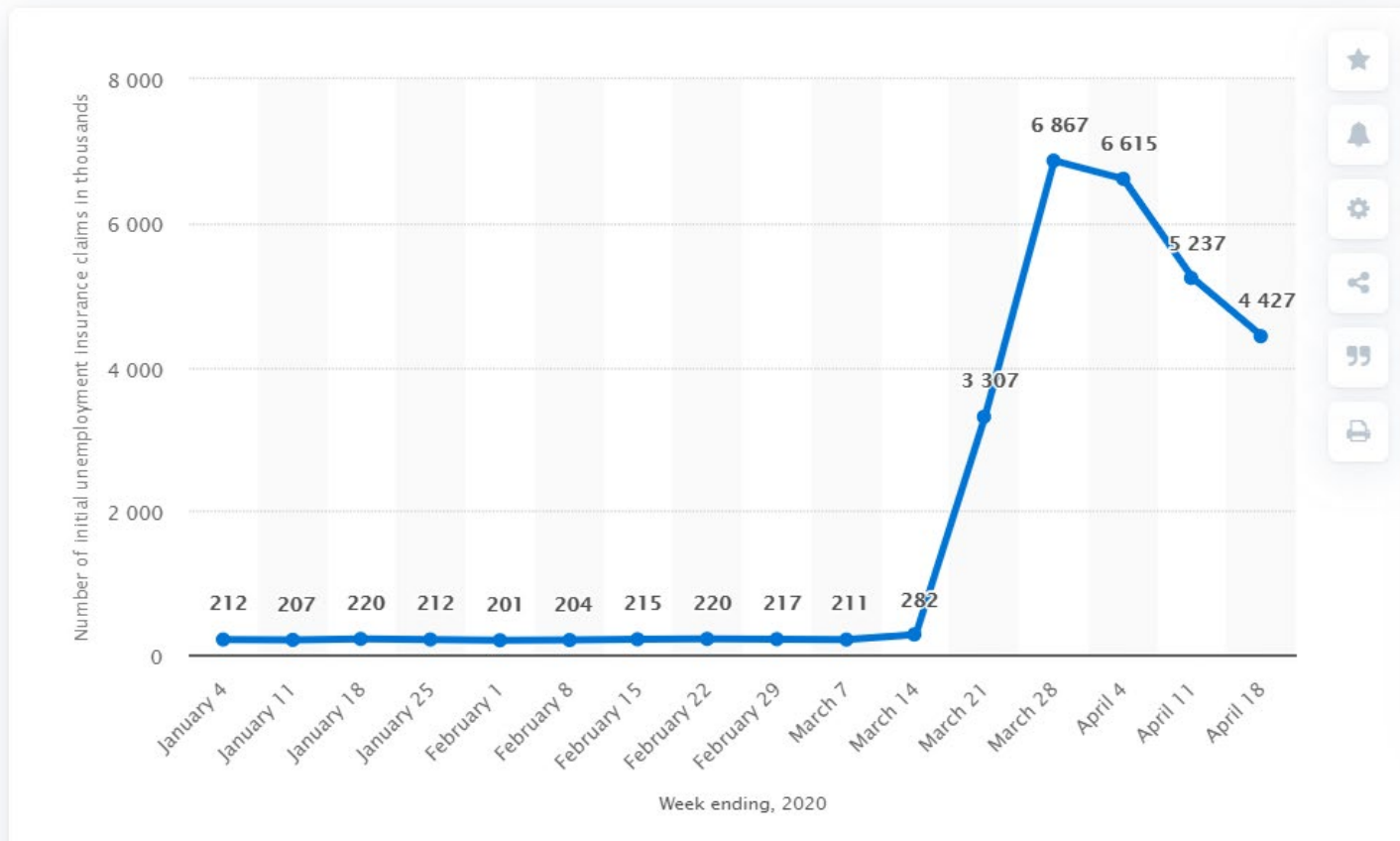
GLOBAL ID



WORLD TRADE CENTER®
SAN DIEGO

Economic Impacts of COVID

US Unemployment Filings



Economic Impacts of COVID



**CONTRIBUTION OF
IMPACTED INDUSTRIES**

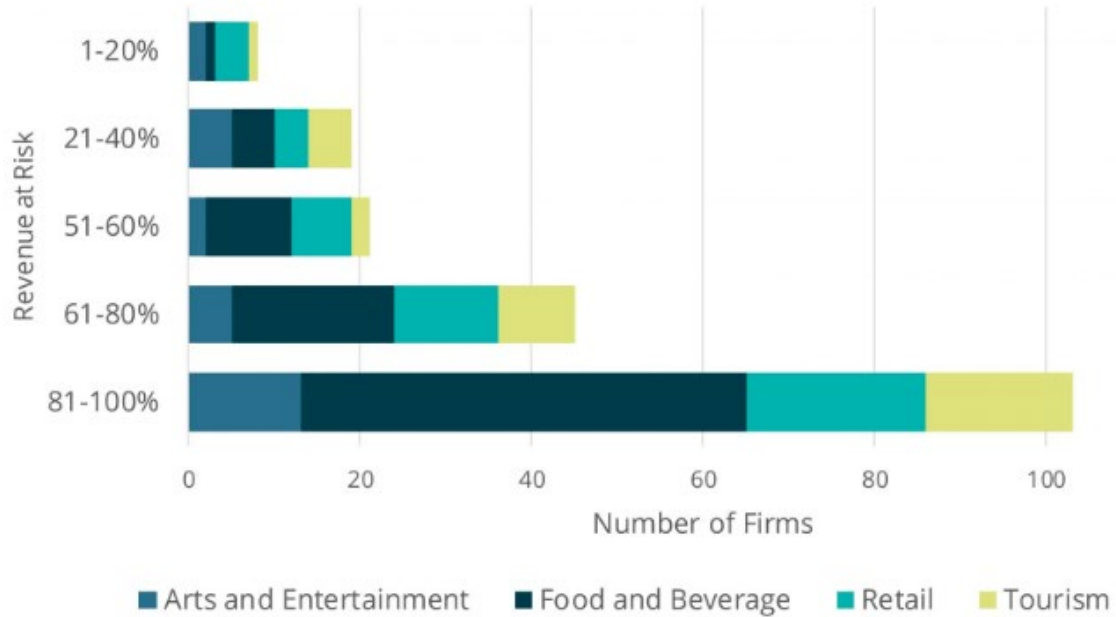


**JOB IN INDUSTRIES
FACING CLOSURES**

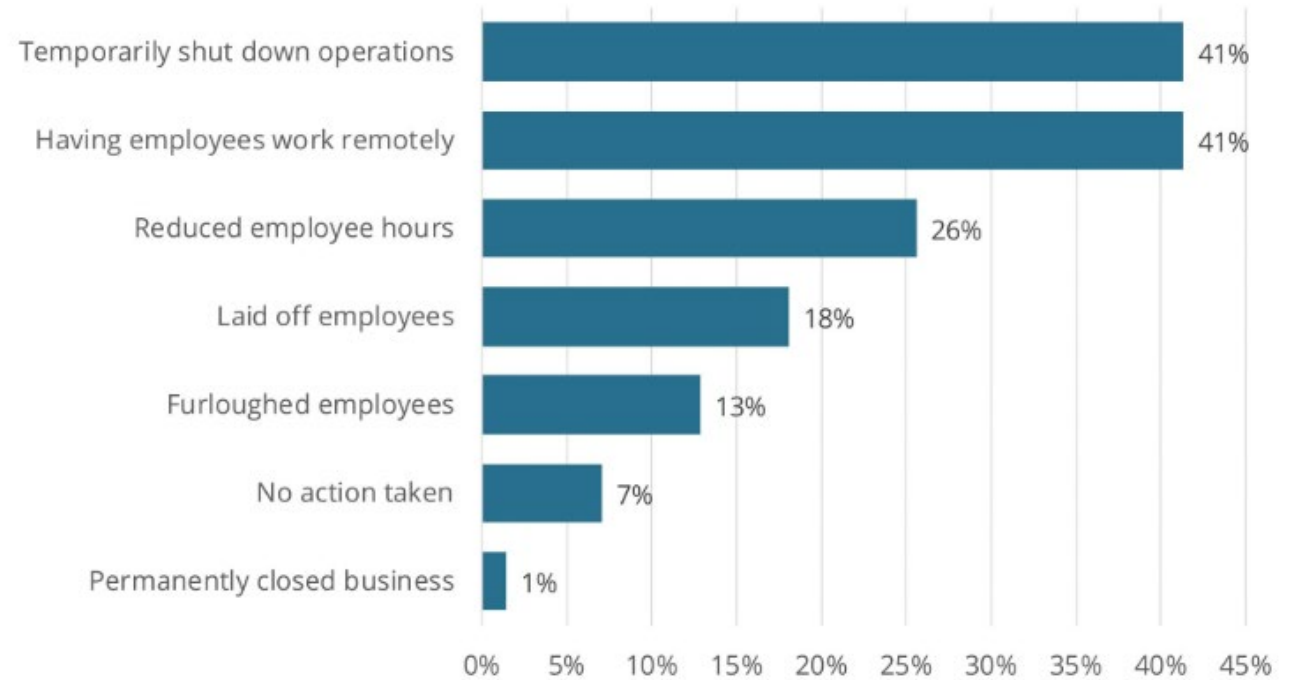
- 1 Respond to Business Needs
- 2 Assess & Communicate Economic Impact
- 3 Ensure Continuity of WTC Programs & Services

Economic Impacts of COVID on San Diego

San Diego's Vulnerable Industries Anticipated Revenue Impact



How San Diego Businesses are Responding to COVID-19



Crisis Response: Support Small Businesses



- **EDC & WTC have substantially increased support of small businesses in partnership with SBDC**
- **WTC/EDC have over 100 Active Clients (04/27)**
- **Core team of 6 WTC/EDC employees are now providing direct client support**
- **WTC is exploring the possibility of a long-term strategic partnership with SBDC to lead on export assistance for the region.**

2020 Work Plan Highlights

Export Pipeline

15 Year 5 MetroConnect cohort

\$6M+ new international sales for Year 5 MetroConnect cohort

3-5 Export workshops/seminars

Foreign Investment

20 Host priority delegations

25 FDI qualified leads

fDi Markets WTC will leverage new data tools to create country profiles for partners

Global Identity

1 Sector specific trade mission for SMEs

2025 Go-Global Strategy Release updated global strategy

Marketing Campaign One targeted digital marketing campaign designed for a specific international market



2020 Work Plan Highlights

Export Pipeline

15 Year 5 MetroConnect cohort

\$6M+ new international sales for Year 5 MetroConnect cohort

3-5 Export workshops/seminars

Foreign Investment

5 (to date) Host priority delegations

2 (to date) FDI qualified leads

FDI Data Base WTC compiled new presentation highlighting FDI investment in San Diego over the last 10 years

Global Identity

1 Sector specific trade mission for SMEs
– **Cancelled for 2020**

2025 Go-Global Strategy Complete strategy, **but delay launch event till 2021**

Marketing Campaign One targeted digital marketing campaign designed for a specific international market



Item 4



WORLD TRADE CENTER®
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2020 Founding Partner Contract Highlights



- Route Development Support
- New market scan template & intelligence tools



- Briefing packets for international travel
- Export opportunity research (Agriculture)



- MetroConnect 5 Program Delivery
- 2020 Trade & Investment Strategy Launch

Port Deliverables: 2020



- **FTZ Roundtable and Launch, December 2020**
- **Maritime Commercial Roundtable, December 2020**
- **Ocean Carrier Meetings and Tours with Tijuana EDC**
- **Go Global Review & Launch of Go Global 2025**



Airport Deliverables: 2020



- **San Diego Business Travel Assessment**
- **Convene monthly Founding Partners meetings**
- **Go Global Review & Launch of Go Global 2025**



City Deliverables: 2020



- Convene Global Competitiveness Council meetings
- Go Global Review & Launch of Go Global 2025
- Launch MetroConnect V- *virtually*



Item 5



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SAN DIEGO

2025 Go Global Strategy: Update

WTC Activity Completed

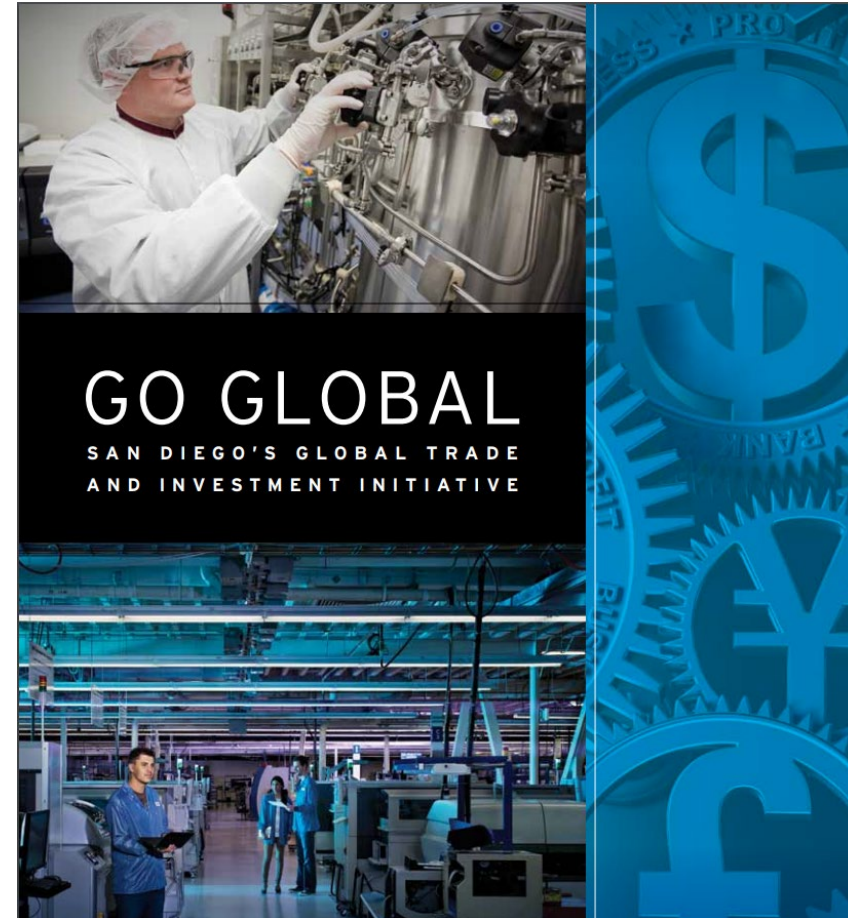
- Review of original strategy
- Draft outline for new strategy
- Compilation of new FDI data
- Collect initial license holder feedback

WTC Activity in Progress

- Collecting updated export Data

WTC Activity Delayed

- Gathering feedback from license holders and key global businesses – Pushed back a quarter
- Launch event has been moved to 2021





Nikia Clarke, Ph.D

Executive Director, World Trade Center San Diego

Wednesday, May 13th, 2020



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