



March 17, 2022 | 4:00-7:00 p.m.

### Board Retreat

402 W Broadway Street, 10th floor, San Diego, CA, 92101

### Agenda

This meeting will be held virtually on Zoom Webinar [here](#).

- Call to Order| Introductions Kenia/Brian
- Name, organization, what are you experienced in or passionate about that could be a resource for the IAB?
- [4:06 called to order](#)

- Roll Call:

**Board**

Ms. Mary Abad	Present
Ms. Melissa Floca	Present
Mr. Andre Kwan	Present
Mr. Mark Leo	Absent
Ms. Chandler Martin	Absent
Ms. Hilda Mwangi	Absent
Ms. Kenia Zamarripa	Present
Ms. Victoria Philips	Present
Mr. Brian D'Amico	Present
Mr. William Roberston-Geibel	Present
Mr. Nathan Williams	Absent
Mr. Dennis-Michael Broussard	Present
Mr. Gustavo De La Fuente	Present
Mr. Richard Bainter	Present
Ms. Karen Higareda	Present
Guests: Paul, Sydney, Joel V.	

**City Staff**

Rita Fernandez, Executive Director Present  
Sarah Moga-Aleman, Binational Affairs Present

- Mayor's Office of Global Affairs Agenda Rita  
4:10pm
- 2022-23 agenda/action items/priorities for the Mayor's office
- Do you need help choosing/breaking down priorities? Or creating an agenda?
- What would be the best way the IAB can be of support?
- 4 Vacancies
- Office of Global affairs (Rita and Sarah) does need the support of this board with diverse perspectives
- Initiatives composed of other large cities global affairs projects
  - San diego a very active international port and city
  - Bi-national affairs initiative
  - UN sustainable development goals- SANDAG is taking the lead on their initiative to incorporate these goals into San diego
    - SD global connection: how SD works with consulates and other city's collaborative efforts to address all the communities.
    - Economic development:
    - Tourism:
      - The Mayor's office needs help with creating these two initiatives.
- Milestones: Yokohama 66th anniversary, anniversary of the Perth relationship, Tijuana's anniversary next year.
- Something to mark the occasion and the office would love to get ideas to commemorate these milestones
  - 2 Day event Japanese friendship Garden- celebrate Yokohama
- Looking for new connections that might be missed by the office
- The IAB and office of Global Affairs will be very productive. IAB as an advisory board is working in tandem with the Mayor's vision of creating a global city. IAB agenda compliments the Mayor's.
- Intro remarks  
4:20pm
  - Outline and purpose of retreat Kenia/Brian
  - Global Vision 2030 review Kenia
- IAB Role and Priorities Kenia/Brian

4:30pm

- Review mission, vision, goals (5 min)
  - To promote San Diego's global identity, encourage cultural connections, foster international economic competitiveness, and advise the mayor and city council on ways that international issues and policies impact San Diego.  
In this advisory capacity, the International Affairs Board is currently focused on developing an international strategy for the City of San Diego, which is intended to guide the city's international engagement over the next 10 years in ways that benefit all San Diegans.
- There has been 1:1 communication and conversations between the community and leaders
- Becoming a global city is also in part with being seen as a global city from the outside can be done by the five priorities:
  - Global capital
  - Environmental sustainability
  - International engagement
  - Promote SD global identity
  - Advise the Mayor's office
- Board's vision is to enhance the city's perception of SD and to promote SD's international identity economic and culturally by advising the office of the mayor's global affairs office
- Having conversation on what IAB's role is
  - IAB role (45min)
    - Facilitator between community/nonprofits and Mayor's office?
    - Asking for/bringing attention to their needs?
    - Centralized hub to communicate community/NGO efforts? Helping coordinate efforts in support?
    - Highlighting intl. issues to city council/Mayor and/or community
    - Supporting the Mayor's office's work? What about it? Delegations, initiatives, policy..
    - What are our tools for this? i.e. letters of support, recommendation to the Mayor/council, resolutions/commendations..
    - Is this enough?
- Priority should be to steward role of 2030 and ensure that Mayor's vision is in line with boards
- Parallel visions between the two
- While not a decision making body, people look towards us for resources and leadership
- The need to define pillars and have 2-3 action items

- Potentially have the opportunity to present ideas to the Mayor
- How do we weigh in? When do we weigh in? Effectiveness of the board's connection with the city and globally
- If something needs to be addressed the meetings are an opportunity to express those ideas. These ideas will be shared with the Mayor and City. Written advice and or letters sent will also be shared to the Mayor.
- Monthly meetings that can help with sharing the information gathered from one's own organizations represented and other organizations and people from the community to share and advise.
- Annual report that can incorporate the board's pillars
  - Prioritize the role of the annual report
- This 2030 agenda intended to transcend just one administration and support SD as a whole
- Potential Tools: limiting issues discussed and establishing them prior to address and continue
- Promote the board's actions and advise the mayor
- important to distinct between group and individual roles
- Tools: letters to mayor, letters to the city, summary of work in annual report, and Communication
- (board cannot have twitter account and members cannot talk to press/media on behalf of the advising board or mayor)
  - Potential for a newsletter with the member's information
- Attendance: 7 meetings and keeping members accountable to attending the meeting
- Immediate support: building out those initiatives
- Proactive role of forging your agenda
- Border Mayor conference in November
- Board meetings as a time to foster connection and exchange information, but might not be the right time for the initiatives
- Three main roles:
  - Connecting across the community
  - Advising capacity to the mayor
  - Promotion of IAB themes
  - IAB themes/priorities (45 min)
    - Based on the previous discussion...
    - Based on Rita's presentation / 2022 Agenda
    - Based on Global Vision 2030
    - Anything else we should add besides all of this?
    - Do we have priorities or themes for IAB? That would help us choose speakers, discussion time.

What should be the focus:

- Economic opportunity, international engagement, environmental sustainability, cultural aspect, intellectual capital

- Other entities deal with some focuses like tourism and they are covered by other organizations
  - Working with other organizations that do specialize in these focuses to express these issues
- Deepen binational relations
- International Engagement as a priority
- Anchoring activities based on events happening
- Global perspective is critical to the city's resources and there is a gap between the global and the binational since the binational has been more of a priority
- The IAB's potential role of bringing more of a global perspective to
- Opportunity to tour more international facilities (CBX, Airport etc)
- Identifying another theme for the next meeting and coming back to the meeting with information on said theme
- Feedback on the initiatives that Rita presented
- Focus areas to acknowledge the expertise of all the members
- Using these roles as guideline and allowing flexibility for the issues or things that do not fall into these categories
- The themes set are used as a guideline rather than a restriction.
- Environmental sustainability as a proposed theme
- Themes as a path to follow
- Using April meeting upbringing ideas of these two topics (one or two initiatives/ recommendations etc) and keep in mind why it matters and what is the impact?

- Break (15 mins)  
6:05 P.M

- IAB Structure  
6:20pm

Kenia/Brian

- Committees or individual assignments
  - Groups that focus on something in particular
  - Rather than committees have people do individual assignments where one is responsible to report back on a specific meeting and set the meetings agenda, also would bring in a speaker
  - Best of both worlds by having peoples expertises applied to specific committees
  - Depends on the focus area and the type of support it would need
  - Subcommittees for the two central themes

- Pick an area of concentration and once that is figured out it is possible to structure committees
    - International Engagement and environmental sustainability as those two concentrations
  - Have 1-2 ppl guiding those conversations and framing the action responses
  - Ad Hoc committee; not sure what committees would do yet
    - Has to be less than 9 people
  - Cannot make decisions on behalf of the board, but it is possible to brainstorm
- Meetings
  - Do we need speakers every time? Can we assign “discussion meetings”?
  - Alternate 1 informative meeting, 1 discussion meeting?
  - Plan meetings 2-3 months in advance (or at least themes or whether we need speakers or discussion)
  - Use more of our tools (1 every quarter write a letter of support/ support a resolution...)
- Meetings were about 1hr 30min but they can go by quickly
- Mostly discussion so we can get diverse set of ideas and brainstorming and set separate events for the guest speakers and collaborative efforts
- Ukraine response by April and Egypt in November
- Two separate discussion meetings where each theme is discussed individually and within those meetings there can be designated speakers on that topic and agenda
- For April: Who would merit a conversation and enrich a discussion about international engagement?
- For May: Who would merit a conversation and enrich a discussion about environmental sustainability? (consider all the implications)
- Creating point of contacts based on the various sub themes
- Committees might be more efficient for our timeline
- Speaker the exception not the rule: Judicious in out time and cautious with who is brought in and how that information shared is in turn used
- UN sustainable development goals has global set of goals and they do not have the same scope/audience as the IAB. Not promoting same goals or focuses
  - But it is a global conversation that all large cities are tackling
- Trying to find of those goals that SD CAN tackle and prioritize the ones most needed
- SANGAD & SD County are tackling it in different means
- Submit your one to three discussion points one week before the meeting in order to organize the agenda to make more efficient the time of discussion during the meeting.
  - Agenda has to be submitted 72 hours in advance to meeting

- Be prepared to have an elevator speech (90sec) on these topics
- SD is not identified as a global city which is why there is not much known internationally about the city
  - Loss of opportunities (not like LA or SF)
- Only having speakers when necessary
- Opportunity in meetings for people to raise issues on
- Voting about the response from the discussion to the action
  - Speakers
    - How do we choose speakers? Theme based?
    - Do we need speakers every time?
    - On Rita's report: future-oriented. What is coming and how can we help?

- Announcements and Non-Agenda Items Victoria  
6:50pm
- Chamber is taking delegation to DC in a few weeks with the Mayor to talk about the regional issues
- April 2nd diplomacy counsel fundraiser at Stone brewery 4:30pm w/ delegation from Spain
  - Want to learn about local government and local delegations
- World water day next tuesday 6:30-8 about the water reserves in mexico-US (visit SDWCC to register)
- Balboa park event on sunday
- 4 vacancies are going through the mayor's office and then they have to get approved by the city council
  - Few more weeks till vacancies are filled
- Munich 1st non-stop flight from SD and more international flights are being made accessible from SD. Keep in mind the various Covid regulations in different areas.
- Adjourn
  - 7:05 P.M

Next meeting April 13, 2022