

The City of
SAN DIEGO
INTERNATIONAL AFFAIRS BOARD

Meeting Minutes
March 10, 2016

North Terraces Room, San Diego Concourse, 202 C Street, San Diego, CA 92101

Present:

Bruce Abrams
Roberto Alcantar
Kathleen Charla
Deborah Flores
Mark Leo
Jordan Marks
Rebecca Morales
Bob Morris
Patricia Waller

Excused:

Emiliano Aragon
Rita Lim

Guests:

Stephanie Aviles
Emily Hill
Michelle Persante
Anne Hoiberg
Joyce & Gordon Summer
Marisela LaPlante
Melissa Diaz
Elycia Nelson
Earl Wong

Guests:

Monica Bauer
Carlos Carrillo
Brian Delon.
Suzie Ditmars
David Edick, Jr
Bogdan Matuszynski
Ari Mojiri
Carolina Mouritzen
David Robertson
Kurtal Warwick

Mayoral Staff: Don Giaquinto

City Economic Development Staff: Adrienne Turner

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**Call to Order:** Bruce Abrams @ 2:03 p.m.

**Approval of Minutes:** February 11, 2016 minutes approved unanimously

**Non-Agenda Public Comment:** Earl Wong and Elycia Nelson of the Asian Business Association addressed the Board to introduce the Association before they come before the board at a later date.

**Speaker:** Sherri Lightner, Council President, spoke on international business and cultural activities involving the San Diego City Council. She expressed her interest in the Friendship Cities Program. Especially because in her role as Council President, she often meets with foreign dignitaries when Mayor Faulconer is not available. She mentioned the San Diego Regional Economic Development Corporation's "Go Global" initiative to help expand exports with the potential for economic growth. Ms. Lightner identified some of the major international communities in her district as Indian, Iran, Russian, and Asian. Some of her districts' cultural events include the Indian Fine Art and Music Festival, the Asian Film Festival and the Persian New Year. She mentioned that if anyone is interested in future events, they could call her office. Names of staff members to connect with in her office are: Jennifer, Diana, and Nico (Economic development—Cyber tech). When discussing diversity in her district, she relayed that Doyle Elementary is the most diverse school and that they have a festival at the end of the year. This year she and the Principal of the school will be dancing in it. Her vision for an international city relationship is to celebrate them and better connect with the cities in order to utilize their resources. Although she has only travelled to Mexico and Canada, she said that she has hopes to travel more around the world in the future. When asked whether there are any plans for the advertising of San Diego as the innovation economy, she replied that there is not yet but she is looking into France.

## Action Items:

### a. **Propose and Approve new Subcommittee**

Bruce suggested that the board divide the responsibilities into two parts. The first part dealing with the administration and applications issues (Deborah, Rebecca, and Patricia). The second, dealing with the ceremonial side and working on maintaining the relationship (Kathy and Roberto). Bruce asked board members that if they know of someone who is interested in helping the board with this, to please contact him. For clarification, these sub-committees would not alleviate the board member that is sponsoring each country; they would be another layer to help continue communication in the event that a board member is out of the country. The cities that the board is looking to add are: Peru, Bora Bora, and Sha'ar HaNegev.

### b. **Review and Approve the IAB 2015 Annual Report – Bruce Abrams**

The Annual Report was created by interns Emily and Stephanie and finalized by city staff. Bruce requested that Rita Lim's work connections be strengthened in the report as the only modification to the document. Other board members made change requests directly to city staff. Motion by Bruce to approve the report with the changes requested. **Vote:** approved unanimously.

## Discussion Items:

### a. **Mayor Faulconer's office – Don Giaquinto**

Don suggested that there be a way for guests from the community to be able to announce and give information on events in the area. Bruce said that they could reach out to the board by emailing Bruce at [esqbma@live.com](mailto:esqbma@live.com).

### b. **Speaker Series: board member assignment, new procedures: Thank You notes, etc. –**

Bruce discussed that Kathy is now in charge of arranging the speakers. Board members should contact Kathy for speaker suggestions but also copy Stephanie on all such communications.

### c. **Intern Program update and Introduction of Intern Coordinator – Patricia Waller**

Patricia stated that she would really like to keep the internship program going. She introduced Marisela LaPlante, Internship Coordinator at San Diego State University, who will be helping with finding interns for the program.

### d. **Friendship Cities Program Update – Deborah and Rebecca**

Rebecca discussed the overall issues of the program and that there should be at least two people that are the liaison to each Friendship City. One person would be the point person and the other person would be the alternate when the point person is not available. She also stated that it would be beneficial to research and learn about all companies in the regions to have a better understanding to help work better with the city. She would like to get the interns working on researching these different companies, which she believes will help to better strengthen these relationships. She also mentioned a tracker system that keeps track of the countries and the board's communications with them. She would like the board to work from a collective document in the event that a board member leaves so that the next person has all information. Bruce also added that it would be helpful if potential new interns were multi lingual. Jordan updated the board regarding trying to start a Friendship City with Canada.

Deborah went over the sub-committee meeting where they discussed potential cities and process of adding them. She asked that if you have any comments that can help this process going forward to please contact her.

**e. Monthly Activity Reports/Annual Report: need bios and photos, submission deadline.**

Emily stated that she is missing biographies and photos from most board members. She is also missing activity reports from January and February from members as well. Bruce asked that the board members complete their monthly reports every month, because they need it for the annual report. He made the deadline March 25, 2016 for the biography, photo, and monthly reports. Please copy Stephanie on all emails sent to Emily. Kathy and Emily also discussed revising the monthly report form to be more helpful to the board.

**Board Chair Report:** Chair Bruce Abrams introduced Vice Chair Kathy to go over a meeting that they recently attended. Kathy discussed the meeting, which was with Joyce and Gordon Summer. During the meeting they discussed some major events that the board would be interested in hearing about. The first is the Sand Sculpting Challenge, which is a dimensional art exhibition in downtown San Diego at the pier. The Summers invite international sand sculptors from around the world to attend. They would like more Mexico border participation and more Latino community participation in order to find more sculptures. The other event is Magic San Diego Holidays, which will take place in 2017. The focus of the event is to make San Diego an actual holiday location not just a summer destination. They will be doing a presentation later on this year in front of the board.

**Announcements:** Bruce announced that he would be meeting with the Mayor of Sha'ar HaNegev and the President of Israel during a nationwide tour of Israel.

Rebecca announced that she is going to Colombia and will not be meeting with any government officials, but she will be interacting with the people.

Jordan announced that he is travelling to Toronto, Canada. He also announced that he had attended the Cherry Blossom Festival here and friendship gardens, both were a positive experience.

Bob announced there was an International Foreign Direct Investment event coming up in San Diego and to contact him if interested for more details.

Kathy announced that she would be going to Europe.

Please send all future countries visited to city staff so that the board's list of countries visited can be updated and posted on the IAB's website.

**Report of member activities:** None

**Adjournment:** 3:07 p.m.

**Next Meeting:** April 14, 2016; 2:00 a.m. - 3:30 p.m.

North Terrace Room, San Diego Concourse, 202 C Street, San Diego, CA 92101

**Questions or comments contact: Adrienne Turner • 619.236.6364 • [aturner@sandiego.gov](mailto:aturner@sandiego.gov)**