



INTERNATIONAL AFFAIRS BOARD

Annual Retreat Meeting Minutes

August 11, 2016 1:00 p.m. – 4:00 p.m.

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

Present: Bruce Abrams Roberto Alcantar Kathleen Charla Deborah Flores Jordan Marks	Present: Rebecca Morales Bob Morris George Novinger Patricia Waller Caroleen Williams	Excused: Mark Leo	Guests: Hiren Bakrania Bogdan Matuszynski
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Mayoral Staff: Don Giaquinto
City Economic Development Staff: Adrienne Turner

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**ANNUAL RETREAT**

**Call to Order:** Bruce Abrams @ 1:00 p.m.

**Welcome:** New IAB members, George Novinger and Caroleen Williams, introduced themselves followed by existing Board members introducing themselves to the new members. City staff reviewed the contents and resources in the IAB binder as an orientation for the new members.

**Approval of Minutes:** July 14, 2016 minutes were approved

**Non-Agenda Public Comment:** None

**Opening Remarks:** Bruce Abrams, Chair encouraged board members to use the Retreat as a way to determine how they can participate more in board activities. He thanked board member Patricia Waller for all her work with creating and running the Intern Program and also the Friendship Cities Program along with Deborah Flores and Rebecca Morales. Bruce then introduced the Retreat facilitator, Dr. Danell Scarborough, Executive Director Human Relations Commission, City of San Diego, and expressed his appreciation for all her advice and assistance throughout many years of a working relationship.

**Retreat Facilitator:** Dr. Scarborough thanked board members for responding to the pre-retreat survey. All board members had submitted interesting answers to the survey questions which helped form the framework for the retreat.

**Objective:** The retreat will give board members an opportunity to discuss opportunities and challenges and ways to strengthen key processes, plus build respectful and trustful relationships enabling board members to work well together in accomplishing the IAB’s mission. Board members should gain a renewed sense of purpose, value and importance of the IAB.

**Opening Exercise:** Dr. Scarborough asked each board member to write down on a card a short 30 second “elevator speech” answer to the following question: What do I say about the International Affairs Board? She encourage them to think about why they care about International Affairs and their purpose for serving on the board. Also, questions they may be asked such as: What does the IAB do? What do you do as an appointed board member? Board members were asked to share their written notes on a one-to-one basis with four other members. Then to refine their talking points and share the new version with a group.

Dr. Scarborough had compiled lists based on responses to the survey questions. She shared the following:

### **Working well**

- Commitment to international relations
- Diverse opinions
- Communications
- New meeting space
- Friendship Cities Program
- Strategically filling in the gaps
- Guest Speakers
- Internship Program
- Chair and city staff, Bruce, Adrienne, Don
- Raising the stature of the IAB
- Assisting Mayor with delegations
- Acting as Ambassadors
- Innovative projects and policy proposals
- Range of skills and connections
- Interpersonal relations
- Quorum requirements being met

### **Areas to Strengthen**

- Goals and Role
- Time Commitment and Services, Quorum, Engagement and Follow through
- Communication with Mayor's office, Council offices, City staff
- Visibility, Public Relations Plan, Social Media
- Outreach, Guests, Collaborations
- Speakers – raise level or status of speakers to increase IAB visibility.
- Interns

Dr. Scarborough explained that when you ask what do you want and why do you want it, you begin to get at the core of the issue and then you can continue with how to move forward in getting it done. There is a need to identify what or who is the resource that can get tasks done.

### **Questions for Discussion**

- What do we want ? why?
- What forces are at work?
- What are our next steps?
- And who can do this?

Areas of discussion included the following:

### **Time Commitment and Services, Quorum, Engagement and Follow through**

- Time of meetings – change time of day, bimonthly schedule
- Monthly Activity Report
- Internal activities into gmail account
- Speakers – further IAB work
- Guests – relations-building is goal – can recruit when appropriate
- Work with City’s Communications Dept.
- Commitment – speak up or deliver
- Role/Committee – please volunteer

### **Communication with Mayor’s office, Council offices, City staff**

- Periodic Reports
- Represent at International Events
- International Group meeting / Networking
- Create relationships with international organizations
- Improve relationships with Council Offices
- Point of Contact in Council offices

### **Visibility, Public Relations Plan, Social Media**

- City Hall – IAB contacts with Council offices-Districts: 3 Todd Gloria; 5 Mark Kersey; 7 Scott Sherman; 9 Marti Emerald.
- International organization – target for speakers
- Create target list by district with liaison name
- Consular Corps
- Tours
- Public Relations Plan: Central gmail account. Newsletter, regular communications

### **Outreach, Guests, Collaborations**

#### Outreach

- Organizations that can be the basis for Friendship cities
- International event
- Letters of Recognition
- Reach out to media, newspapers, etc.

#### Guests

- Names of people who can come to meetings

#### Collaborations

- Working with Directors of other organizations
- Continue relationships with organizations engaged in activities “recognized and supported by the IAB.”

#### To Do’s

- Host an event
- OSHER at UCSD
- City media cooperation

**Goals for the future**

- Coordinate roles of international groups in San Diego – 2-way flow of information
- Resources and support are key.
- Share how groups can access mayor and city council.
- Convene Directors and other leaders to share goals and missions.

Board members were reminded that making a commitment means following through and doing what it takes to complete the project.

**Closing Comments:** Bruce asked if anyone wanted to serve on a sub-committee.

**Adjournment:** 4:00 p.m.

**Next Meeting:** September 8, 2016; 2:00 - 3:30 p.m.

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