



International Affairs Board

Meeting Minutes
December 8, 2016

Saigon on 5th Restaurant
3900 Fifth Ave, San Diego, CA 92103

Present:

Bruce Abrams
Kathleen Charla
Deborah Flores

Present:

Rebecca Morales
George Novinger
Patricia Waller

Excused:

Mark Leo
Jordan Marks
Bob Morris
Caroleen Williams

Guests:

Stephanie Aviles
Gladys Novinger

Mayoral Staff: Don Giaquinto

Executive Director: Joel Day

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**Call to Order:** Bruce Abrams @ 12:36 p.m.

**Approval of Minutes:** November 11, 2016 minutes were approved.

**Non-Agenda Public Comment:** None

**Mayor Faulconer's Office:** Don Giaquinto addressed the IAB and thanked them for their service to the city, expressing regard for the work they have done bringing new energy to the Board. The mayor's office hosted the IAB lunch.

**Discussion Items:**

Chair Abrams invited George Novinger, Patricia Waller, and Deborah Flores to comment on the International Cottages groundbreaking. They all expressed a general satisfaction with the event, the organizations present, the IAB, and the Mayor's Office.

1) Discussion of Retreat Pt. 1. Retreat memo presented by Executive Director

**Summary**

The August retreat reflected a consensus among IAB members that there are many goals and activities that the IAB could pursue in the future. There is an excitement that members have about the potential work the Board could do and overwhelming desire to increase the profile and activity of the IAB.

I believe that this board's next retreat theme should center on the City Strategic Plan goal of "Enhancing San Diego's Global Identity" and discuss how programs and activities can fulfill a larger mandate.

**Issues Raised**

First, there was broad consensus that the IAB must prioritize visibility, PR, stature within the city. Almost everyone spoke about raising the profile of the board.

Second, there was broad consensus that the IAB should be a place of collaboration with other organizations throughout the region. The IAB could be a central focal point for how international issues impact San Diegans

Third, there was confusion, frustration, and concern about the overall mission and goals of the IAB and whether, as currently constituted, the IAB could be as effective as it could be. Attendance and commitment seem to be tied to the frustration that the board is not doing very much or has little visibility.

Fourth, while Mayors Faulconer, Filner, and Interim Mayor Gloria all indicated past interest in the IAB serving as a panel of experts on how public policy issues impact the City, there was very little discussion about how the IAB could fulfill this function. However, there was broad consensus in the survey data that board members feel there are diverse and talented experts on the board.

### **Recommendation**

My recommendation is that the IAB make a concerted effort separate *strategy* from *tactics*. For instance, we must ask whether the Friendship Cities program, internship, letters of support, speakers, etc. are programs to fulfill a wider strategy or if they are programs for programs sake. This will require a multi-year strategic plan, centered on answering the systemic questions posed above.

2) Discussion of Goals and IAB Organization by Chair: If the IAB could be anything, or start from scratch, what would it be?

Rebecca Morales mentioned connection with mayor's office and interaction with the Mayor directly

3) Discussion of draft reorganization idea.

Chair Abrams introduced a draft municipal code reorganization idea to match the desires of the IAB.

A preliminary draft was circulated and discussed as an informational item with an open invitation comment directly to the Chair and ED. A wide ranging discussion commenced including suggestions on what external groups might sit on a new board and programs the IAB could pursue. Don Giaquinto commented that the IAB is setting a course for the future and doing a great job with the goal of making stronger to outlive the current administration and council. The discussion of the reorg will be addressed at the January meeting.

4) January retreat pt. 2 schedule and agenda a. Convening Question for IAB Retreat:

The organization of the retreat was briefly discussed, including the theme "San Diego as a Global City." Discussion of a future meeting time and place. Most persons agree that 5:30-7:00 has the most support (even more than status quo) – discussion tabled for future discussion due to lack of consensus.

**Board Chair Report:** Chair and Vice Chair briefed the IAB about the event for Mexican Consul General. Consensus that this should be an annual event honoring Consular Corps.

**Executive Director Report:** none

**Announcements:** none

**Report of member activities:**

**Adjournment:** 1:25pm