



Downtown Community Planning Council San Diego

CHAIRPERSON'S REPORT

COMMUNICATIONS SUBCOMMITTEE MEETING OF THE DOWNTOWN COMMUNITY PLANNING COUNCIL

TUESDAY JUNE 5, 2018

5:30 PM

COPA VIDA

905 J Street

SAN DIEGO, CA 92101

1. Roll Call at 5:43pm. DCPC Members in Attendance: Michael Rosenbaum (Chair) and Donna Egan. Also joined the meeting John Smith (Interested Community Member).
2. Public comments on non-agenda items. John Smith raised concerns he has regarding his belief that DCPC and CivicSD have never rejected approval of a project. John Smith expressed his belief that the two groups do not operate independently. John Smith expressed desire to participate more in DCPC meetings and possibly run for a seat in the future. John Smith expressed a desire to see more 'members of the community' on the DCPC board and fewer Architects, Developers and business owners.
3. Report from Chairperson: Michael Rosenbaum (Chair) summarized committee activities of the last four years including creating of DCPC website, logo, social media and efforts to engage press. Michael Rosenbaum stated that the prior DCPC website experienced a malicious hack which destroyed the site and associated content. Michael Rosenbaum explained that a new website was created currently hosted at 'Wordpress.com' which is up to date as of January 1, 2018 forward with all agendas, minutes, board members, subcommittees etc. Michael Rosenbaum stated that the committee remains committed and is in process of recovering and posting all previously posted agendas, supporting materials etc. from prior to the hack.
4. Action items
 - Establish 2018-2019 Committee Goals To Report Back To DCPC Board

After discussion, the committee came up with the following goals:

- 1) Website Hosting/Branding
 - a. Currently the website is hosted on the free version of Wordpress.com which does not allow for the DCPCSD.com domain to be used. Also the free version has ads which cannot be removed. The free version has limited storage space for file uploads. To solve all these issues we'll need to upgrade the level of service or determine an alternate hosting solution all of which will require a budget. Donna Egan volunteered to research options, document a proposal and determine the budget.
- 2) Email Addresses for DCPC Members
 - a. Currently DCPC members use personal and/or business emails for all DCPC related communications. Committee believes it is appropriate to establish Board Member Email



Addresses (for example Gaslamp_Business@dcpcsd.com) for the purpose of communication going forward to ensure appropriate branding, avoid any personal marketing and otherwise protect the integrity of all communications and potential audit/discovery thereof. Donna Egan volunteered to research options, document and proposal and determine the budget.

3) Community Outreach

- a. The committee believes DCPC Members can improve in 'Community Outreach' to our constituents throughout the elected term. Committee recommends establishing a requirement for at least 2 meaningful outreach efforts each calendar/term year to be reported back to the executive committee (Examples: Appearing before neighborhood groups to update on our activities, meeting with HOA boards in the representative communities, appearing before business associations to update etc.) as part of the responsibility of membership. Ultimately the committee believes the community benefits when we are proactively engaging with them to understand what issues matter most to those we represent.
5. Next Meeting: Committee agreed next meeting to happen no later than 90 days. Michael Rosenbaum (Chair) to schedule.
 6. Meeting adjourned at 6:07 PM