

Event: DCPC Communications Subcommittee Meeting

Date & Time: February 2, 2016; 5:15 PM

Location: 419 West G Street San Diego, CA 92101 (American Pacific Mortgage Conference Room)

Meeting Opened at 5:15pm

Present were Michael Rosenbaum, Alex Ward and Bill Orobone

Non Agenda Public Comments: None

Chair Report: Michael reported that no meaningful progress has taken place on discussion items of prior meeting (October 2015) and my goal was to get us back to that discussion and walk away with specific actions this meeting.

New Business:

Alex suggested that we begin working to set a DCPC 'agenda' as it relates to being more proactive in leading the charge on issues downtown (making a dog park, mobility plan, operating hours standards, etc.) vs. being largely 'reactive' and simply doing project review work. All agreed and our discussion culminated in the following.

Alex started his comments with 'any communications strategy is nearly impossible without a clear mission and clear objectives to be communicated'. (I hope that's close Alex.) We should agree on what the objectives are and then the communications subcommittee can use those to spread the message.

Bill reminded us of our mission statement and roles and will be reading in depth to create a bullet point list of what it is that we're actually supposed to be doing as a group/DCPC per the bylaws. It is our opinion as a group that we're missing out on several of the key goals and priorities and feel that it's time we remind ourselves as a group so we can begin focusing our efforts accordingly.

We to request the following from Pat (Board Chair) for the Feb 2016 meeting:

1) Add Agenda Item for Communications Subcommittee Presentation (10 minutes) led by bill to go over the mission statement of DCPC and bullet points of our defined responsibilities per the bylaws.

a. Action Item: Requesting DCPC authorize creation of 'DCPC Priorities Task Force' to define our priorities for 2016-2017 board year (April – March) with the objective of meeting and presenting back to DCPC by April 2016 for the purpose of DCPC Communications Subcommittee to lead the messaging of said priorities.

- i. Alex has volunteered to lead the Task Force.**

Next Meeting: None Scheduled

Meeting Adjourned at 6:05 PM