

**Meeting Minutes**  
 May 12, 2016

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

<b>Present:</b>	<b>Present</b>	<b>Excused:</b>	<b>Guests:</b>
Bruce Abrams	Jordan Marks	Emiliano Aragon	Stephanie Aviles
Roberto Alcantar	Rebecca Morales	Kathleen Charla	Marnyce McKell
Deborah Flores	Bob Morris	Rita Lim	George Novinger
Mark Leo	Patricia Waller		Gladys Novinger
			DM Broussard
			Oscar Urteaga

**Mayoral Staff:** Don Giaquinto  
**City Economic Development Staff:** Adrienne Turner

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**Call to Order:** Bruce Abrams @ 2:05 p.m.

**Approval of Minutes:** March 10<sup>th</sup> and April 14<sup>th</sup> meeting minutes were approved

**Non-Agenda Public Comment:** None

**Special Guest:** Cath DeStefano, former IAB Chair and Executive Director of the San Diego Diplomacy Council and currently CEO and founder of the Human TuneUp Company, gave a brief synopsis of her time as IAB Chair: In 2010 the website was created and an International Breakfast was held at which the then Mayor Sanders gave the opening remarks. She left the board in 2011 to pursue other activities. She complimented the current board on its activities and the launch of the Friendship Cities Program. She encourage the board to continue to make connections between communities around the world and those in San Diego.

**Speakers for Action Item 1:** Itamar Harari, Director of Community Initiatives, Jewish Federation of San Diego County and Jane Fantel, Director, Israel Connections. Itamar described his back-ground growing up in Sha’ar HaNegev – his parents and family still live there. He listed the assets of the area including an incubator helping start-ups, water management programs and educational partnerships. He read a proclamation issued by the regional council of Sha’ar HaNegev recognizing the Friendship City relationship. Jane Fantel added that May 12<sup>th</sup> would be Friendship City Day in Sha’ar HaNegev and they hoped to bring the Mayor of Sha’ar HaNegev to San Diego in the fall to meet with Mayor Faulconer in conjunction with a federation event. At the end of the presentation there was an exchange of city flags.

**Speakers for Action Item 2:** Oscar Urteaga and Gladys Jones from the House of Peru. Oscar shared his family story: he was born in the U.S., his father emigrated from Peru and his aunt is currently the Chief of Staff to the Mayor of San Borja. Oscar spoke of Peru’s resources: the potato, which originated in Peru, now has over 3,800 varieties and they have over 55 varieties of corn.

Peru is a surfer's paradise with a tourism industry averaging over 500,000 visitors per year plus a robust trade economy for imports and exports. The House of Peru, with its close ties to the city of San Borja, will be able to provide regular updates to the IAB and is available to host events. Gladys Jones spoke briefly on the excitement the Friendship Cities Program has generated.

#### **Action Items:**

1. Motion: Approve the Friendship City relationship with Sha'ar HaNegev, Israel – for cultural, public policy, academic and economic exchanges.  
Moved/Seconded Ms. Waller/Mr. Marks The motion was unanimously approved (8-0-3)
2. Motion: Approve the Friendship City relationship with San Borja, Peru – for academic, cultural and public policy exchanges with an emphasis on climate change and the environment.  
Moved/Seconded Mr. Morris/Ms. Morales The motion was unanimously approved (8-0-3)

#### **Discussion Items:**

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

The memorandum for the re-appointments and two new appointments to the board has been signed. The drafting of a Resolution for Council approval is the next step. A future cultural event to celebrate the new Friendship Cities was discussed.

Don distributed a draft of a proposed Friendship Cities Resolution that could be handed out to each new Friendship City. He asked for feedback and suggestions.

##### **b. Intern Program update Patricia Waller**

Stephanie Aviles, an intern since January and attending her last meeting, was thanked for her volunteer work and for helping to train the new intern, Hiren Bakrania. His bio was distributed.

##### **c. Friendship Cities Program (FCP) updates**

Any official Friendship Cities documents, such as Proclamations, will be stored in the Mayor's office and an appropriate display venue will be determined in the near future.

Canada – Jordan Marks stated he would be traveling to Toronto and meeting with city officials. However, he should check with Frederic Fournier, Consul and Trade Commissioner, Consulate of Canada (the speaker at the IAB meeting on February 11<sup>th</sup>) first to see if the Consulate would be willing to be the local sponsoring organization.

Bora Bora – Bruce has received an invitation to visit. Also, he is assisting with a location for a Heiva event.

##### **d. Friendship Cities Program – procedures for receiving applications** (email: gmail account)

The City Attorney's office has given the OK for an IAB member to establish a gmail account to receive FCP applications, etc. It must be independent of any city account.

There were several suggestions given for the name of the account: IABSanDiego; SD-IAB; etc. The name should be intuitive with short keystrokes. Deborah will research to determine what is available. There was a discussion regarding the monitoring of the account: how the board retrieves information and how it should be disseminated to the chair and appropriate board sub-committees for action.

Other ways to get exposure for the IAB such as administration of Public Relations by an outreach subcommittee was identified as a discussion item for the next IAB meeting in June. Bob Morris to reach out to the UT.

- e. **Monthly Activity Reports/Annual Report: need bios and photos, submission deadline.** Stephanie to follow up on photos and bios that still need to be submitted. Bruce requested they all be submitted by the following Wednesday, May 18, 2016. Hiren, the new intern, will be taking over this activity.

**Board Chair Report:** Chair Bruce Abrams stated that board member worker bees are needed and encouraged board members to use their strengths to further the mission of the IAB. He suggested members be more proactive with events and activities of local organizations. He tasked Rebecca and Roberto with suggesting groups or individuals that might receive a letter of recognition.

Mark Leo is working closely with the Philippine community and has written a book on the culture. It will be featured at a book exhibit at UCSD on May 18<sup>th</sup> from 12 noon to 1:00 p.m. at the Cross-Cultural Center.

Bruce spoke about the IAB at the City Council's Economic Development and Intergovernmental Relations Committee meeting in May. Councilmembers serving on the board are: Myrtle Cole (Chair), Mark Kersey (Vice Chair), Chris Cate and David Alvarez. The councilmembers showed an interest and asked how they could assist the IAB. Bruce mentioned the IAB had no budget and needed funding to cover the cost of attending various community and cultural events. The IAB's intern program is very helpful and could be expanded to provide more staff assistance.

The IAB meeting on August 11<sup>th</sup> should be the annual retreat meeting. Danell Scarborough, who was the retreat facilitator last year, should be available this year. Suggestions for agenda items for the retreat were requested.

There is a new General Consul from Mexico. A suggestion for a reception was discussed.

**Announcements:** Bruce, Patricia and Jordan will be absent for the June meeting. On June 12<sup>th</sup> there will be a flag raising ceremony for the Philippines. Bruce committed to attending.

**Report of member activities:** To be reported in the monthly activity reports.

**Adjournment:** 3:34 p.m.

**Next Meeting:** June 9, 2016; 2:00 a.m. - 3:30 p.m.

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