



22nd District Agricultural Association

# DEL MAR *Fairgrounds*

HOME OF THE SAN DIEGO COUNTY FAIR

Quarterly Board of Directors Communications Update  
November 12, 2024



# Today's Presentation

- I. About Southwest Strategies
- II. Fairgrounds 2050 – Master Plan
- III. What Comes Next
- IV. Questions





# About Southwest Strategies

- 25+ years supporting public agencies in San Diego and beyond
- Full service public affairs firm
  - In house creative design team
  - Nearly 100 employees
  - Community group involvement & strong relationships with local leaders
- Long history of supporting projects near the Del Mar Fairgrounds

*“We’ve helped clients in the public sector achieve their goals through innovative outreach strategies that educate, motivate and shape the future of our communities.”*



# Our Experience



SDSU West



2021 Regional  
Transportation Plan



San Diego Sports Arena  
Redevelopment



# Master Plan Guiding Principles



**May 14, 2024** – Board of Directors adopts initial Master Plan Guiding Principle:

- Extensive Community Input

**September 10, 2024** – Board adopts expanded set of guiding principles:

- Community Focus
- Purposeful Planning
- Accessibility
- Environmental Stewardship
- Economic Impact and Financial Responsibility





# District Committee Structure

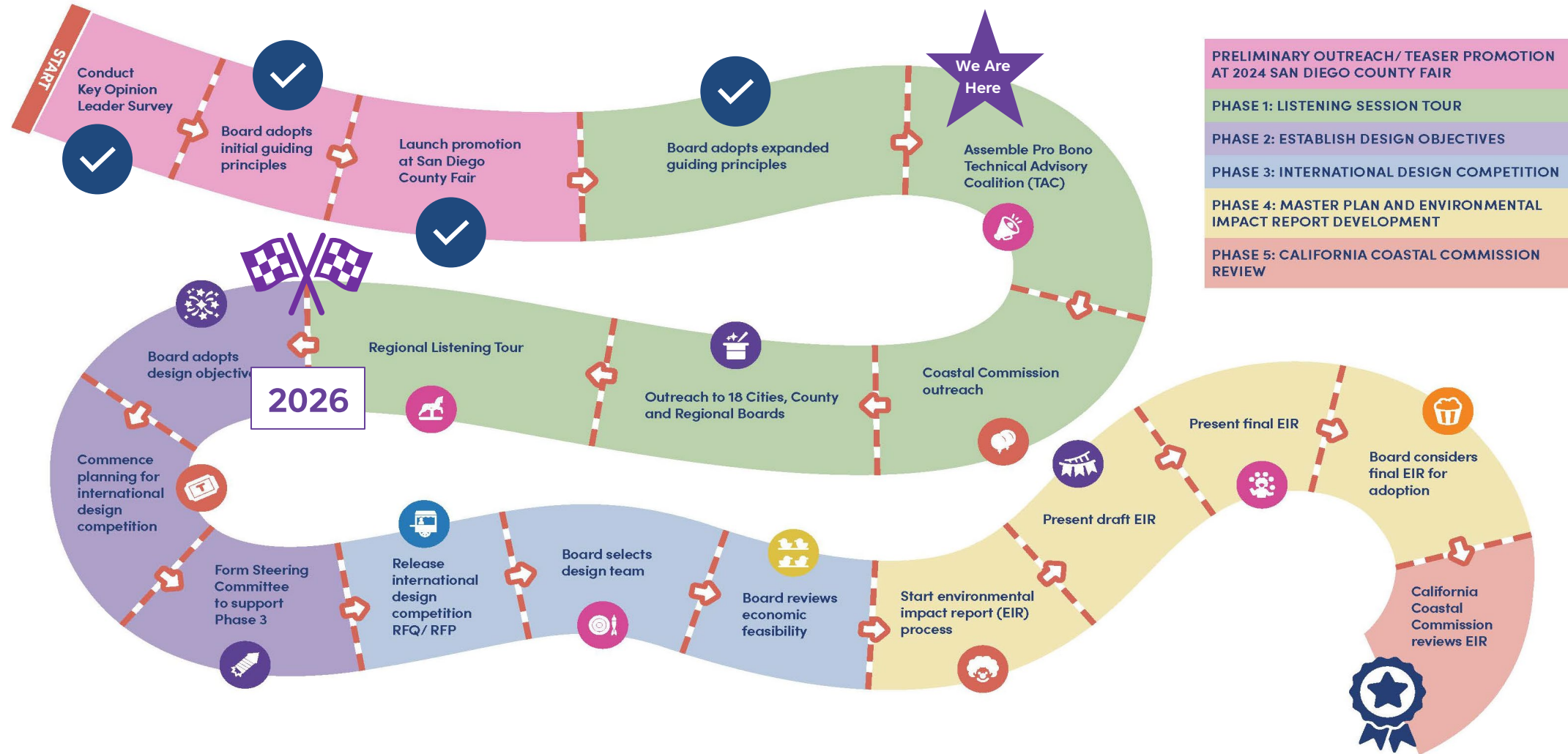
## PHASE 1 COMMITTEES

- **Master Site Plan Public Engagement Committee**
  - **Members:** Phil Blair (Chair) and Mark Arabo
- **Regulatory & Governmental Affairs Committee**
  - **Members:** Michael Gelfand (Chair) and Joyce Rowland
- **Environmental Stewardship Committee**
  - **Members:** Don Mosier (Chair) and Kathlyn Mead
- **Liaison to Technical Advisory Coalition (TAC)**
  - **Liaisons:** Frederick Schenk (Chair) and Lisa Barkett

## PHASE 2 COMMITTEES

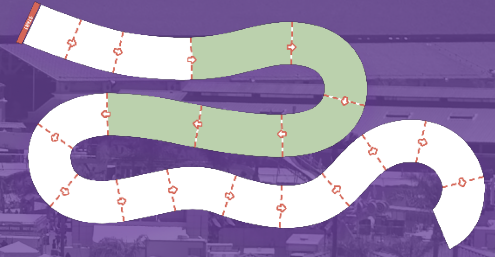
- **Financial and Economic Feasibility Committee**
  - **Members:** Sam Nejabat (Chair) and Phil Blair
- **Conceptual Committee**
  - **Members:** Joyce Rowland (Chair) and Michael Gelfand

# Master Plan Public Outreach and Phasing

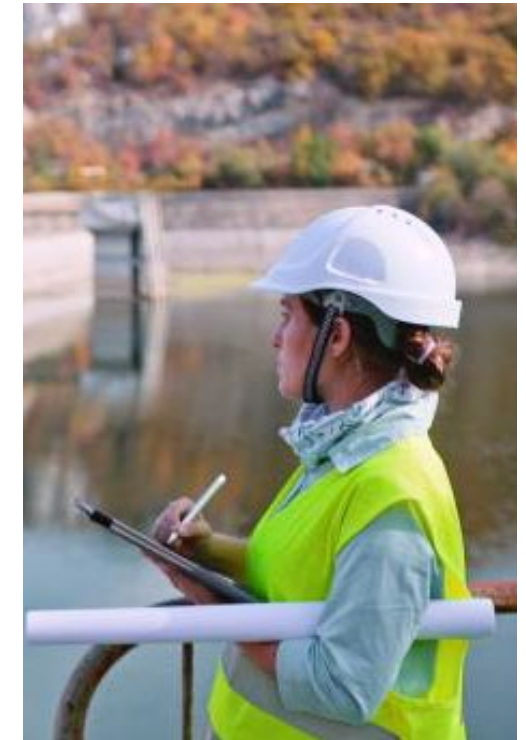




# Technical Advisory Coalition

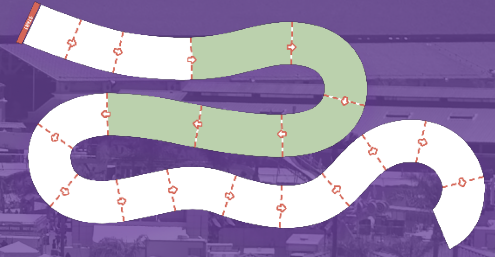


*GOAL: Provide expert insight on potential technical constraints and opportunities for the Fairgrounds.*





# Coastal Commission Outreach

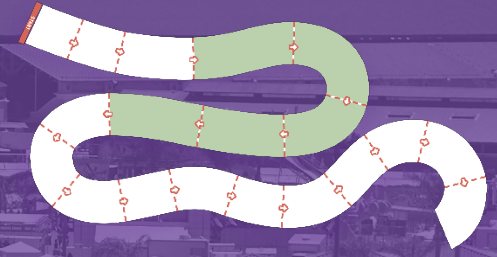


- Provide overview of District guiding principles
- Share Master Plan development timeline
- Receive Commission feedback on Master Plan Approach





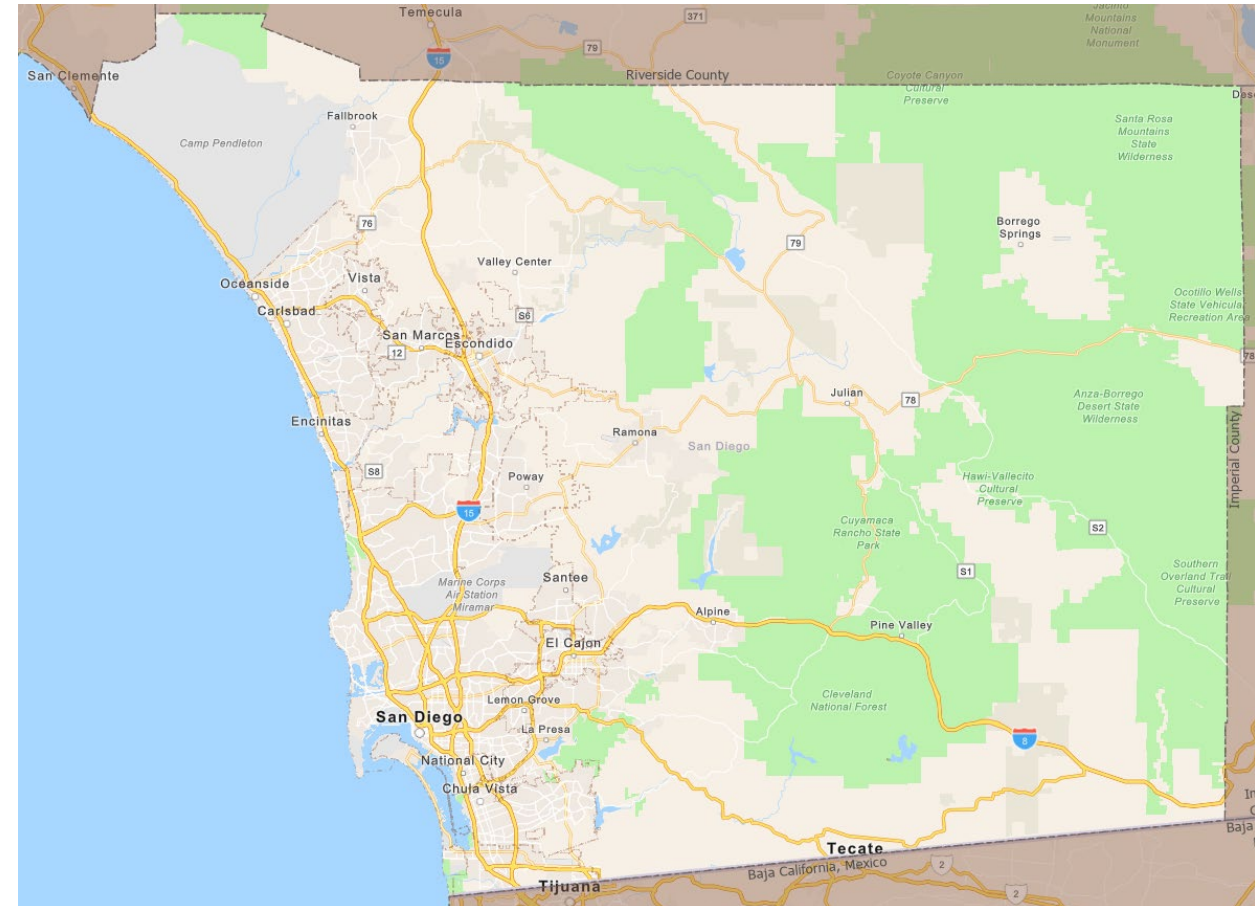
# Countywide Outreach



*GOAL: Conduct outreach in all 18 cities, the County and Regional Boards.*

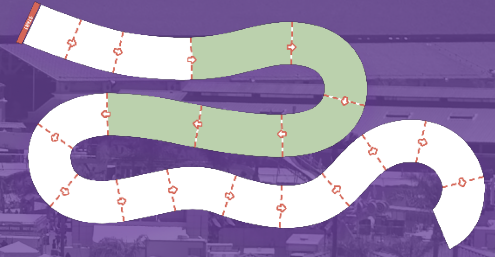
## Approach

- Presentations to all 18 municipalities in the region
- Present to the San Diego County Board of Supervisors
- Discuss Fairgrounds 2050 with regional leaders and organizations
- Solicit feedback from all corners of the county





# Regional Listening Tour



*GOAL: Conduct public outreach throughout the County to solicit feedback on Fairgrounds 2050.*

## Approach

- Town hall events across the region and at the Del Mar Fairgrounds to share information and solicit feedback
- Public outreach at major Fairgrounds events
- Public outreach at major regional events





# What Comes Next?

## Upcoming Milestones

### 1. Q4 2024

- a. TAC Recruitment begins

### 2. January 2025

- a. TAC Kick-off Meeting
- b. Coastal Commission Outreach

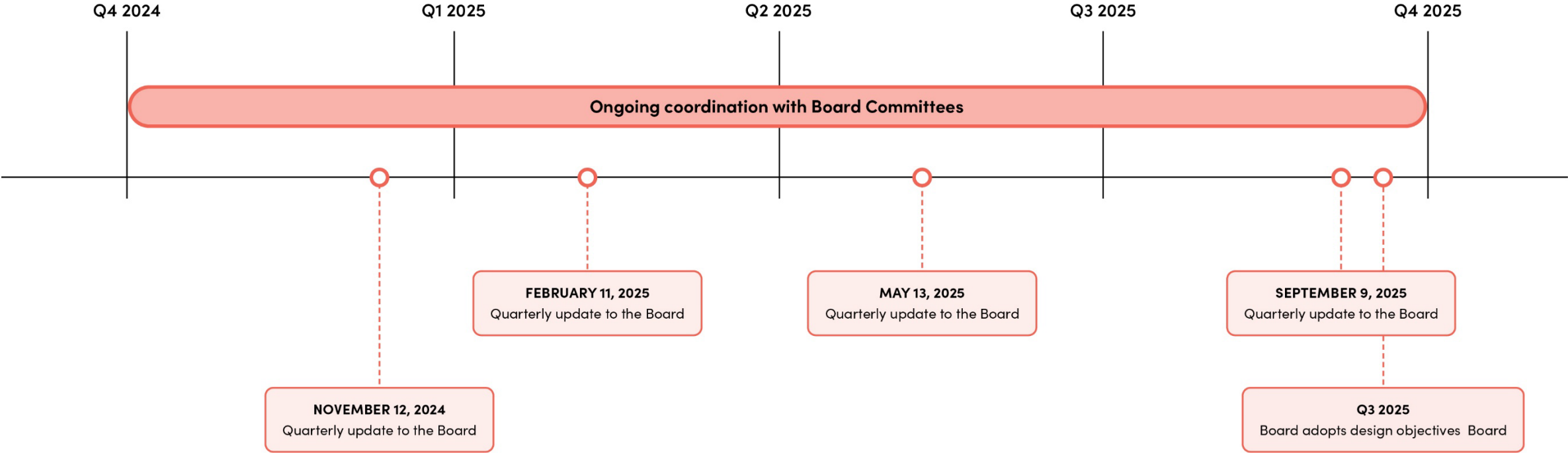
### 3. February 2025

- a. Begin Countywide Outreach
- b. Begin Regional Listening Tour Planning
- c. February 11 – Quarterly Board Update





# Board of Directors Engagement Timeline







# Questions?