



**2015 Annual Corporate Meeting**  
**Thursday, January 15, 2015**  
**5:30 PM**

**Board Members Present:** Alberto Aldrete, Ricardo Alvarez-Malo, Polly Gillette, Andrew Holets, Cuong Nguyen, Jackie O'Connor, John O'Connor, Tootie Thomas, and George Thornton

**Board Members Excused (resigned):** LeAnn Eldridge, Bill LoMedico, and Julia Velez-Hernandez

**New Board Members Elected:** Edward Haidar

**Staff Present:** Steve Aldana, Beryl Forman and Roni Kleinhen

**Guests:** Gary Rose Weber, *land use consultant*; Councilmember Todd Gloria, – *City of San Diego Council District 3*; Councilmember Marti Emerald – *City of San Diego Council District 9*; Thomas Sepulveda – *Representative to Congressman Juan Vargas – State of California - 51<sup>st</sup> District*; Jonathan Herrera, *Representative to City of San Diego Mayor Kevin Faulconer*; Adrian Granda, *Representative to Council President Gloria – District 3*; Rudy Vargas, *Representative to Councilmember Emerald – District 9*; Jennifer Hall – *Community Relations Officer, San Diego Police Department – Mid City Division*; Julio DeGuzman, *City Attorney with City of San Diego*, along with various business owners, artists and other guests.

**1) Call to Order-** Cuong Nguyen, Board President welcomed the board and guests at 5:40 p.m. Introductions were made by current board members, staff and the audience.

**2) Reports from Elected Officials and Representatives:**

- **Councilmember Marti Emerald – City of San Diego, District 9:**

Councilmember Emerald welcomed the organization and wished everyone a happy new year. She hoped the holidays were well to everyone. She expressed her happiness seeing the new start for the Bus Rapid Transit. Now the goal is to promote the line and leave your car. She also gave her best wishes to San Diego Police Officer Jeff Sweat and wished him a speedy recovery.

## Annual Board Meeting Minutes - January 15, 2015

*In answer to the question of: What is your view/vision of the Boulevard for the next five years:*

- Looking forward to the grand opening of the Copley - Price YMCA on January 27.
- Parks are being built in City Heights, including a new skate park.
- Park & Recreation is centralizing disabilities to the Landis Park & Recreation Center.
- Ocean Discovery Institute is hosting a living lab in City Heights.
- Central Avenue tot lot and Wightman Street park are in the process of being upgraded.
- Civic San Diego will be using tax increment dollars for sidewalk repair. A new bond will pay for new lights, street work and facelifts.
- She thanked everyone for their support, prayers and thoughts during the past year.

- **Councilmember Todd Gloria – City of San Diego, District 3:**

Councilmember Gloria congratulated Councilmember Emerald for becoming the new Council President Pro Tem.

*In answer to our question of: What is your view/vision of the Boulevard for the next five years:*

- In 2015 the development interest is back in development. Fenton now has two parcels and have seen plans. Community Housing Works has an affordable housing project on Texas at El Cajon Boulevard.
- Mobility – Rapid 215 hit its ridership mark in the first month (they were hoping it would be in the first year). A pilot Wi-Fi project will be on the busses.
- Bike Share – Hopes to have it start someday. Not happy with the lack of stations on the El Cajon Boulevard and Adams Avenue.

Two items to look forward to this year:

- Parking Audit – It will tell us about any policy adjustments that are needed.
- Infrastructure – In addition to potholes, etc, we hope to build a new City Heights fire station.

**3) Minutes were approved without discussion for the January 16, 2014 Annual Meeting.** MSP: Ricardo Alvarez-Malo/Polly Gillette – Motion approved.

**4) Treasurer's Report** – given by Ricardo Alvarez-Malo, (*see attached report of income received in 2015*). MSP: Polly Gillette/Tootie Thomas – Motion approved

- Office of Small Business – BID advances – We have received \$99,733 to date, which are assessments received from December 2013 through November 2014. The City is now in its second year of an advancement system versus a reimbursement process.
- Parking Meter District – The same contract is in place as in previous years. We have received reimbursements totaling \$47,084, which is from October 2013 through September 2014. We currently have \$6,587 in outstanding accounts receivable which are for October and November 2014.

## **Annual Board Meeting Minutes - January 15, 2015**

- Small Business Enhancement Project (SBEP) – The BID received \$23,523 for CY 2014 in October of 2012. We were advanced \$26,422 in October 2014 for CY 2015 from the City of San Diego. Both years include an extra \$3,000 for bookkeeping services.
- Miscellaneous Grants were received this last year were from the County of San Diego – Community Enhancement Grant for \$6,000 and Local Initiatives Support Corporation (LISC) for \$12,000-- which is a HUD grant for salaries for collaboration.

### **5) Year In Review Presentation**

A PowerPoint was introduced by Cuong Nguyen, President. The presentation included the following subjects and was given by committee chairs.

#### **Organization**

- Hosted Annual Meeting, monthly Board and Committee Meetings
- The Organization Committee created a new board handbook and updates were made to the employee handbook.
- Designated representatives to the BID Council and attended monthly meetings
- Nominated Lips as Business of the Year
- Participated in SD Regional Chamber of Commerce, serving on Legislative & Small Business, and Infrastructure Committees
- Meetings were held with various dignitaries and news organizations

#### **Design**

- Provided oversight to two Landscape Maintenance Districts (LMD) through regular meetings with City staff. Twice a week street clean-ups and landscaping services continue. The BIA oversees the work activity and budget for Mid-City and allocated \$50K for future capital projects.
- Double globe ornamental streetlights along the two missing segments of Boulevard lighting were installed by SANDAG at 14 locations along the BRT project
- Staff has been working with SANDAG to have additional trees and bike infrastructure installed as a mitigation measure for the BRT project
- LMD-funded ornamental side street lighting will be installed on 35th, 44<sup>th</sup>, 46<sup>th</sup>, and Euclid in 2015
- Twinkle lighting on median trees and required maintenance is ongoing
- Holiday I-805 bridge lighting with new energy efficient LED bulbs and comprehensive electrical upgrades has proven to make a more reliable system
- Benches have been installed in the Little Saigon District and planters have been ordered

#### **Economic Restructuring**

- Re-activated the Boulevard's Economic Development Committee
- Developed a growing list of development opportunities on El Cajon Boulevard along with a format for Property Profiles of El Cajon Boulevard, which are being worked on

## **Annual Board Meeting Minutes - January 15, 2015**

- Attracted many new faces to our Economic Development Committee meeting and forged positive relationships with developers, investors and non-profit partners, including Civic San Diego, ULI, and LISC
- Gained a firm understanding of future developments on The Boulevard
- Partnered with the Urban Land-use Institute (ULI) to host a developer and investors tour of El Cajon Boulevard
- Strategically devised economic growth around the sections of business activity within our district, which include the West End, Central and College Gateway, and are incubating clusters of business activity within each section.

### **Parking**

- Oversaw the Mid-City Community Parking District budget and activities for The Boulevard, Adams Avenue, North Park and College
- 73 angle parking spaces were installed in the district.
- The installation of the City's second parklet happened on Alabama Street in partnership with Live Wire and Mama's Bakery. The project also includes the district's second bike corral.
- 20 new bike racks were installed within the district.
- An online bike survey was developed and sent to business owners along El Cajon Boulevard. Field work will be conducted in the coming months to increase the response rate.
- Partnered with the City of San Diego on the Complete Boulevard SANDAG Smart Growth Grant and was awarded \$175,000 for improvements in the Little Saigon District. The project should begin in the coming months.

### **Promotions**

#### **Events**

- 25<sup>th</sup> Anniversary Event at the Lafayette Hotel – To showcase the new Boulevard Banners and celebrate the 25<sup>th</sup> Anniversary of the Boulevard Sign, the El Cajon Boulevard BIA hosted a fabulous event at the Lafayette Hotel in April 2015.
- Boulevard Nights Boulevard Nights, a semi-regular event, continued this year in an effort to showcase El Cajon Boulevard's 'West End', honing in on the cluster of businesses at the intersection of 30<sup>th</sup> Street and El Cajon Boulevard.
- Bike the Boulevard is a semi-regular event meant to showcase a variety of Boulevard businesses on bicycles. Bike the Boulevard is now four years old.
- Rock 'n' Roll Marathon - In June of 2014, for the second year in a row, the San Diego annual Rock 'n' Roll Marathon was re-routed onto El Cajon Boulevard. The organization collaborated with the marathon organizers to locate stages and realize partners throughout the district.

#### **Food Promotions**

- The BLVD Market which takes place on the 3<sup>rd</sup> Friday night of the month, is a showcase of San Diego's highly regarded, up and coming chefs.
- Taste of University Heights (September) - The 7th annual Taste of University Heights event highlighted the community's restaurants. Participating Boulevard restaurants included Pizzeria Luigi, Flavors of East Africa, and BBQ 81.
- Boulevard Recipes - With funding through the county, we have continued to work with a videographer to promote restaurants and ethnic markets throughout the district.



## Annual Board Meeting Minutes - January 15, 2015

### Outreach Strategy

- The Boulevard Guide - The Boulevard Guide is a handy map highlighting a small sample of the unique businesses that can only be found on the Boulevard. The fourth edition of the guide was produced in 2014.
- Facebook - El Cajon Boulevard has a strong presence on Facebook with nearly 4,500 friends. If you aren't already friends with the Boulevard, please befriend us.
- Spotlights - Articles that spotlight businesses are promoted through the Boulevard's monthly e-newsletter and archived on the Boulevard's website.
- Business Clusters/HUD - In partnership with the Little Saigon Foundation, IRC, Horn of Africa, Media Arts Center San Diego, and the City Heights CDC, the El Cajon Boulevard BIA has continued to receive funding to promote ethnic business and geographic clusters.
- Instagram – We have enhanced on our social media presence by launching the El Cajon Boulevard Instagram feed, and already have a following of over 700 people.
- Boulevard Banners – In 2014, we unveiled our new Boulevard banners and raised over \$10,000 in sponsorship plaques. The four main themes of the banners are, Shop the Boulevard, Dine on the Boulevard, Cruise the Boulevard and Rock the Boulevard.

### 6) Election of Board

- Board election: Alberto Aldrete, Election Chair, at 6:42 pm called the election open and went over the election procedures. There are two incumbents and one recommend representative from the nominating committee.
- Nominations were requested from those in attendance and a motion was made by Gillette for a vote by acclamation for the two incumbents and one new member. Motion was seconded by Alvarez-Malo. All approved. New member, Edward Haidar took a seat at the table and the board election closed at 6:43pm.

### 7) Awards Presentation by Beryl Forman, Marketing Director

- ***Friends of the Boulevard*** – Awards were presented to various individuals who were recognized for their outstanding service to the Association.
- ***Business Spotlights*** - Businesses who were spotlighted in the organization's 2013 newsletters were presented with awards.

### 8) Public Comments

- Julio DeGuzman, City of San Diego Attorney's Office gave a brief report on the criminal prosecution unit, which started in City Heights. Misdemeanors can be erased by going through this program.
- Jason Weis, Representative to California Assembly Speaker Toni Atkins, District 78:
  - Passed out the current newsletter and stated that Assembly Speaker Atkins was reelected as Speaker.
  - New affordable housing funding is going forward.
  - Covered California deadline is February 15.

## Annual Board Meeting Minutes - January 15, 2015

- Jonathon Herrera, Representative from the City of San Diego Mayor's Office:
  - Hopes to have the Mayor attend next year.
  - Gave out his contact information and said he will set up a meeting with the Mayor.
- Tom Sepulveda, Representative from Juan Vargas's Office:
  - An upcoming event with the Small Business Association will offer technical assistance to restaurant owners.
- Jennifer Hall, Community Relations Office with the Mid City Division of SDPD:
  - Hall defined the three separate beats in the Mid-City Division. She noted the large amount of graffiti in the neighborhoods and encouraged everyone to remove it off immediately. Please contact her with any questions.

President Cuong Nguyen invited the audience to participate in future board and/or committee meetings.

### **9) Meeting Moved to Adjourn by board member, O'Connor, seconded by Alvarez-Malo at 6:45 PM**

Respectfully submitted by:



John O'Connor, Secretary