

**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, March 19, 2015 – 9:00 am**

Present: Alberto Aldrete, Polly Gillette, Edward Haidar, Andrew Holets Cuong Nguyen, Jackie O'Connor, John O'Connor, Tootie Thomas, and George Thornton and Staff: Steve Aldana, Beryl Forman and Roni Kleinhen

Excused: Ricardo Alvarez-Malo

Guests: Jason Weisz, Representative from Assembly Speaker Toni Atkins, 78th Senate District; Adrian Granda, Representative from City Councilmember Todd Gloria, District 3; Julio DeGuzman, City Attorney's Office; Jennifer Hall, Community Relations Officer from MCPD; David Shea and Inna Lomack from South Metro Career Center; Elizabeth Studebaker, City of San Diego BID Advocate; Vicki Granowitz, North Park Planning Committee Chair; and various others.

Call to Order and Introductions – at 09:03 am

Additions to Agenda

Motion was made to add letter of support for 3720 El Cajon Boulevard and Grasshopper Development. Motion made by Thomas, seconded by Gillette. Motion passed to add to agenda (abstentions by Jackie O'Connor and John O'Connor)

Speaker Presentation - *Federal On-the-Job Training Funds/Program*

Presentation by David Shea, Business Services Representative for the South Metro Career Center. See handout presented by speaker.

Federal funding for on the job training and employment subsidies are available. Funds are directed to employers and can reimburse up to 50%. There are little restrictions on the program. Eligible employees must work 32-40 hours/week for three to six months as a training program. Shea can be reached at 619-266-4258 or dshea@kra.com.

Public Comment and Representative Reports

Jason Weisz, Representative from Assembly Speaker Toni Atkins – 78th District

- Distributed the Toni Times newsletter.
- Assembly Speaker is working on emergency drought legislation.
- Contact their office if assistance needed with State level departments.

Adrian Granda, Representative from Councilmember Todd Gloria – City of San Diego District 3

- The Councilmember is currently promoting the Storefront Improvement Program. The BIA board would like to see the City representative come to the Design or Economic Development subcommittee meeting to discuss strategy.
- Partnering with North Park Main Street on April 18th neighborhood clean-up with Urban Core. Would like to know if we are interested in doing something like this too.
- The City has added gender/sex identity discrimination to their hiring guidelines.
- An alley clean-up with the San Diego Police Department will happen in North Park. They are open to doing more clean-ups in other areas.

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Julio DeGuzman, Representative from City of San Diego Attorney's Office

- Last month four misdemeanor cases were dismissed in community court.
- Hope to have better statistics next month. Charges stay on record forever if not done through this program.

Jenny Hall, Community Relations Officer for Mid-City Police Department

- She is excited about the clean-up in partnership with Councilmember Gloria's idea.
- There is new change in leadership at the Mid-City Division. Captain David Nisleit is moving to Investigations and is being replaced by Chris McGrath from Robbery and Investigations. Lieutenant Sainz is being replaced by Lieutenant Beason as the 830's service area lieutenant.
- Robbery at Boost Mobile at 3200 El Cajon Boulevard. Suspect has robbed other Boost Mobiles around the city.
- Attempted robbery at Pearson Fuels. A gun was shown.
- Thomas asked if funding is available for businesses to get video cameras.
- Graffiti – Reminder to report it and cover it up quickly.

Elizabeth Studebaker, Mayor's Business Improvement District (BID) Advocate

- The new department director is excited to work with the BID's.
- Attended the IDA/CDA West Coast Urban District Forum conference in Santa Monica.
- Council will hear BID budgets on April 27.

Vicki Granowitz, North Park Planning Committee Chair

- North Park Planning Committee just had elections.
- Utility Undergrounding advisory committee is finishing up report. Reports will be sent to us and will be available online. They are an advocate for business districts. Goes to Council on Monday.
- CIP process is being streamlined; however there is less room for late additions. All projects must be in community and financing plans.
- North Park water tower needs to be recoated. This is a seven figure project. They will need a letter of support for grant applications.

Community Reports

BID Council

- O'Connor reported that they are regrouping to align to their original mission. Working on applying for grants through BID Foundation. Discussion was held on the BID maps being produced by the City. Aldana will work with the City and report to board on the progress of fixing the map district boundaries. O'Connor took the BID Foundation on a tour as they are interested in the Take Back the Alley concept.

Chamber of Commerce

- No report as Webber is out of town.

Action Items

Approvals:

- **Minutes** – The February 19, 2015 board meeting minutes were presented and approved. Motion made by Gillette and seconded by John O'Connor. Motion approved.
- **Financials** – The Balance Sheet and Profit & Loss Statement – through February 28, 2015, was presented and reviewed. Motion made by Gillette, seconded by Thomas O'Connor. Motion approved.

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Approvals: *(continued)*

- **Circulate San Diego/Vision Zero**
 - Proposed motion to write a general letter of support of concept. It was discussed that they already had our name listed as a supporter in two places on the website. It was decided to remove this motion from the agenda and revisit in a month and look to see if the projects align with our goals. We also need to have them remove our name from their website until a decision is made.
- **BID Council – designation of delegate**
 - Motion to appoint a delegate along with first and second alternate representatives for the BID Council. Jackie O'Connor to remain the representative and Polly Gillette as second alternate, with Roni Kleinhenn as third alternate. Motion made by Thomas, seconded by John O'Connor. Motion approved unanimously.
- **Land Use consultant contract**
 - Motion for amendment to current contract to add an additional \$1,800 for balance of FY'2015. Motion made by Thomas, seconded by Gillette. Motion approved unanimously.
- **Election of Board Officers**
 - Aldrete, Election Chair made a motion made to elected the following board officers for the current year and to be check signers:
 - Tootie Thomas, President
 - Jackie O'Connor, President Emeritus
 - Polly Gillette, Vice President
 - John O'Connor, Secretary
 - Ricardo Alvarez-Malo, TreasurerMotion made by Aldrete, seconded by Thornton. All Approved.
- **O'Connor's Church Goods and Grasshopper Development**
 - Motion made to write a letter of support to Civic San Diego for a proposed development at 3720 El Cajon Boulevard. . Motion made by Gillette, seconded by Thornton. Motion approved (abstentions by Jackie O'Connor and John O'Connor)

*Thomas now took over running the meeting as President from former President Nguyen.
Aldrete left meeting at 10:25 am.*

Committee Reports

Executive – *Report by Kleinhenn and Nguyen/Thomas*

- **Committee Members – update** - Please review the committee member sheet that was made at the last board retreat. Please try and participate on at least one subcommittee.
- **State of Economic Interest – Conflict of Interest – Form 700** - The forms are due on April 1st. Past board members should all have received an email reminder from the City Clerk's office.

Organization - *Report by Jackie O'Connor*

- **Update** – O'Connor reported that they did not meet this month, but will be meeting in April to finishing up the revised board of director's handbook.

Promotions – *Report by Forman*

- **Boulevard Market** – Next market is tomorrow. Hope to expand in May. Need lighting in alley for expansion.
- **HH 80 Mural** – The mural on the Trophy Motorcycle building should be completed this week.
- **Banners** – Copley YMCA banners will be coming down the end of April. New banners will then be going up.
- **Celebrate the Boulevard event** – Event to be held on Friday, April 28 at the Lafayette Hotel. Details to follow.

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Committee Reports (*continued*)

Economic Development - *Report by O'Connor and Aldana*

- **Price Charities – incubator project** - Currently working with City Heights CDC on a proposal to develop a semi-permanent food market on the vacant lot next to the new Copley Price YMCA.
- **North Park Planning Committee** – Urban Design committee – See Community Reports above.
- **Hub Sub Committees** – The 30th Street subcommittee met last week. They are working on Blvd Market promotions and Blvd Nights. Thomas is working on reforming the Texas Street group.
- **New businesses on the Boulevard** – No update..

Design/Parking - *Report by Thomas and Aldana*

- **Tree Benches** – Installation process will happen in April by High Tech High.
- **Bike Survey** – Still need to get back completed surveys from businesses where they were dropped off at.
- **Side street lights** – Poles have been installed on some streets. However, the globes are on back order.
- **Complete Blvd** – Aldana and Forman attended a consultant team meeting. Aldana will also attend a pre-walk audit meeting on The Boulevard.

Old Business

- None

Announcements

- ACT: The Blvd (Art + Community + Transit) – Community Visioning Workshop
Thursday, March 19 – 6:30 pm – Copley Price Family YMCA
- Boulevard Market is tomorrow, Friday, March 20th from 6:00 to 10:00pm at the Boulevard Center at 2855 El Cajon Boulevard.
- San Diego Police Department – Mid City Division – Quarterly Management Report
Tuesday, March 24 – Mid City Police Station – 6:00 pm

Meeting moved to adjourn at 10:48 a.m.