

**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, February 18, 2016 – 9:00 am**

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

Absent: Cuong Nguyen

Guests: Jason Weisz, Representative from Assembly Speaker Toni Atkins, 78th Senate District; Jennifer Hall, Community Relations Officer; David Felkins, SDPD – Mid City Division; Jay Wentz, 37ECB along with various representatives from San Diego County Office of Education; Gary Rose Weber, Weber and Associates; and various others.

Call to Order and Introductions – at 09:02 am

Speaker Presentation

37ECB Vision

Jay Wentz – 37ECB presented on the revised vision of a partnership with the San Diego County Office of Education. An agreement was signed yesterday for a new prototype school model. The debt is now in place. Wentz brought along the juvenile team from the Office of Education to help present on the school.

The original vision of 37ECB was to lease to nonprofits and business. Vision included a community food kitchen, maker spaces, and co-working spaces entrepreneurs. The developer was having problems getting lenders to fund the concept until the school option came about.

The school will help teach, educate, and mentor students. The school is part of the community and will partner with businesses. The community will be able to use the kitchen, event space and maker facilities, though it is unclear when this will be able to happen. This new type of school will be renamed “momentum learning”.

Public Comment and Representative Reports

Jason Weisz, Assembly Speaker Toni Atkins - 78th Senate District

- Passed out newsletter.
- There is \$6 million in income tax credits for those very low income people who make less than what is normally required to file taxes.

Jenny Hall, Community Relations Officer from Mid-City Division of SDPD

- Introduction of David Felkins, from the 830's division, which is from Hwy 805 to Euclid Avenue and south side of El Cajon Boulevard.
- The Little Saigon Foundation's pedicab, which is used at their festivals, was stolen. It was found on Van Dyke in time for the festival.
- Pearson Fuels was robbed again with a gun on February 14.
- Alliance of African Assistance was robbed. There was a surveillance system.

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Public Comment and Representative Reports *(continued)*

- A bicyclist was a victim of a hit and run at 5200 El Cajon Boulevard.
- Homeless people have been causing issues on the SR15 bridge deck. There are meetings on homeless issues on the last Tuesday of each month at MCPD at 8am. We are encouraged to attend. Jason Weisz also brought up that this a housing issue. There is a shortage of housing with a 2% vacancy. There are vouchers that are not being used because property owners will not accept them.

Action Items

Approvals:

- **Minutes** – The November 19, 2015 board meeting minutes were approved. Motion made by Jackie O'Connor, seconded by Gillette. Motion approved (abstention by Fitzgerald/Thornton)
- **Financials** – The Balance Sheet and Profit & Loss Statement through December 31, 2015, was presented by Kleinhen. Motion made by Gillette, seconded by John O'Connor. All approved.
- **BID Contract with the City of San Diego – FY 2017**
 - Motion for the Board of Directors to enter into an agreement with the City of San Diego regarding the Office of Small Business (BID) for FY 2017 to retain their services. The Business Improvement District Assessments/City Funding designates the Board President, President Emeritus or Vice President as the representative for the El Cajon Boulevard Business Improvement Association to sign the agreement, checks, reimbursement/advance requests and program reports. Motion made by Gillette, seconded by Thornton. Motion approved unanimously.
- **City of San Diego - BID Amendment to Contract - FY 2017**
 - Motion for approval of amendment to BID Operating Agreement that includes the prevailing wage language, as legal requirements by State and City. Motion made by Gillette, seconded by Thornton. Motion passed.
- **SBEP Contract with the City of San Diego – FY 2017**
 - Motion for the Board of Directors to enter into an agreement with the City of San Diego/BID Council to retain their services and designates the Board President, President Emeritus or Vice President to sign the agreement, reimbursement/advance requests and program reports. Motion made by Gillette, seconded by Thornton. All approved.
- **Community Parking District Contract with the City of San Diego for FY 2017**
 - Motion made to enter into the Mid City Community Parking District contract with the City of San Diego for FY 2017. The Board President, President Emeritus or Vice President are able to sign the agreement, reimbursement/advance requests and programs reports. Motion made by Gillette, seconded by Thornton. All Approved.
- **County of San Diego – Community Enhancement Grant – FY 2017**
 - Motion to sign a resolution approving the filing of an application with the County of San Diego for the Community Enhancement Grant Program funding during the County's 2016-2017 fiscal year. Motion made by Gillette, seconded by Thornton. All approved.
- **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 Kleinhen as third alternate. Motion made by Holets, seconded by Thornton. Motion approved unanimously.
- **37ECB – letter of support**
 - Motion for letter of support for the updated vision of 37ECB. Motion made by Gillette, seconded by Thornton. Motion approved (abstention by Fitzgerald)

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Community Reports

BID Council

- O'Connor reported that they are working on each BID's profiles and fund raising.

Chamber of Commerce

- No report since Weber out of town.

Committee Reports

Executive – Report by Thomas/Kleinhen

- Upcoming officer elections will be held at the March board meeting. We are in need of a treasurer. If you are interested, please contact George Thornton, election chair.
- Committee members update sheet has been included in your board packet. Please review and let staff know if you are interested in one of these committees or need to be removed from the list.
- State of Economic Interests – Conflict of Interest – Form 700 – Just a reminder that your forms are due on April 1st.
- Main Street Conference – Conference is being held in Oceanside next week and Thomas to attend.

Organization - Report by Thomas

- Thomas reported that the ad-hoc committee is looking at finances and procedures.

Promotions – Report by Thomas and Forman

- **Boulevard Market** – The new manager started on February 1st.
- **Promotional Video** – A draft of the video was played for the board meeting. Need more information on how to get to El Cajon Boulevard. The video is in its final phase of editing.
- **Boulevard Guide** – The guide is now being finalized and is ready to print.
- **Fairmount Arts Corridor** – This is a link between El Cajon Boulevard and City Heights. The project will connect El Cajon Boulevard and University Avenue through art.
- **Placemaking Intern** – Our UCSD intern is still with us.
- **Utility Boxes** – Boxes east of Hwy 805 are currently being repainted through MAD funding.

Economic Development - Report by John O'Connor

- **Woodrow Wilson Middle School** – John O'Connor went to City Heights Area Planning committee asking for support for no new curbs cuts. The issue was tabled for two months.
- **Open Air Market – incubator project** – Have had several meetings. On February 25th there is a meeting with SDSU to advance the collaboration on the project. A meeting with Off the Grid as a potential partner is being scheduled.
- **SR-15 Centerline – update – bridge deck and vacant lot** – The Mayor's representative is helping us work on issues related to activating the deck and adjacent vacant lots.
- **North Park Plan update** – Granowitz reported that they are trying to complete the plan by the fall. There has been a push back from some residents on density. We need to show our support on increased density. Presentation on what the density on actual projects look like should be shared with the community. Motion was made by Gillette, seconded by Thornton, to elect John O'Connor as representative of El Cajon Boulevard BIA to vote at the North Park Planning Committee.

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Committee Reports *(continued)*

Design/Parking - Report by Thomas

- **Complete Blvd** – The working group is still exploring design concepts after the consultant product was seen as not going far enough. .
- **Little Saigon - MAD/marker** – Working on a priority list for next fiscal year. There is no update on the Little Saigon marker.
- **Bike Accommodation Study** – Final adjustments to contract are being done before the project can begin. The meeting is being held next week to go over the details.
- **List of asks for MAD** - To be completed at the Design committee meeting.

Old Business

- None.

Announcements

- National Geographic named Lafayette Hotel as the place to stay in San Diego in 2016.

Meeting moved to adjourn at 10:34 a.m. (Gillette/John O'Connor)