

**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, April 21, 2016 – 9:00 am**

Present: Danny Fitzgerald, Polly Gillette, Jackie O'Connor, John O'Connor, and Tootie Thomas and Staff: Steve Aldana, Beryl Forman and Roni Kleinhen

Excused: Edward Haidar and Cuong Nguyen

Absent: Andrew Holets and George Thornton

Guests: Ralph Dimarucut, Representative from California State Senator Marty Block; Darnish Hunter, Community Representative from City of San Diego Mayor Kevin Faulconer's office; Adrian Granda, Representative from City Councilmember Todd Gloria, City Council District 3; Jennifer Hall, SDPD Community Relations Officer; and Gary Rose Weber, Weber and Associates.

Call to Order and Introductions – at 09:08 am

Public Comment and Representative Reports

Ralph Dimarucut, California Senator Marty Block - 39th Senate District

- Introduced himself as the new representative for Senator Block's office. He just started this week.
- He was with Councilmember Emerald's office.

Darnisha Hunter, Mayor Kevin L. Faulconer, City of San Diego - 78th Senate District

- Our new representative from the Mayor's office.
- Wants to get a better understanding of what the BIA's needs and wants are. She is here to learn and listen.
- Hunter is also the advocate for veterans and the military, and has access to resources.

Adrian Granda, Councilmember Todd Gloria – City Council District 3

- Distributed newsletter.
- On the calendar are the City budget hearings, which this will be the last year for the Councilmember as chair. Please attend or let them know of any priorities.
- Still hosting "coffee with the Councilmember" every few weeks.
- They are working to get spice/drug outlawed, which is currently sold at liquor stores.
- Thank you to Adrian and the Councilmember for their help with Twisted Taps.

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

- Prescription Drug Take Back Day is on Saturday, April 20 from 10am to 2pm at several locations throughout San Diego, including the Mid-City Division station. There is also a permanent box now at the Mid-City station.
- There has been a lot of improvement surrounding the homeless issue on the deck. Hall was able to get MTS to help on the issue.
- DK Chiropractic at 3902 El Cajon Boulevard had a commercial break in.

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- Thank you to Hall from Thomas regarding bench and liquor store issues. There were homeless buying liquor from the liquor store and then hanging out on the benches. It was suggested that stores should be held to the same standard as bars.

Action Items

Approvals:

- **Minutes** – The March 17, 2016 board meeting minutes were approved. Motion made by Jackie O'Connor, seconded by Fitzgerald. Motion approved. (abstention by Gillette)
- **Financials** – The Balance Sheet and Profit & Loss Statement through March 31, 2016, was presented by Kleinhen. Motion made by Gillette, seconded by John O'Connor. All approved.
- **Proposed Motions:**
 - **PROW Application/Permit**
Approval of PROW application at 2302 El Cajon Boulevard. Application is for Twisted Taps, who made an area more ADA accessible. Motion made by Gillette, seconded by Fitzgerald. Motion passed.
 - **Wayfinding Project**
Motion for approval of the alternate design for the wayfinding kiosk. Motion made by Gillette, seconded by John O'Connor. Motion approved.

Community Reports

BID Council

- O'Connor reviewed the annual report put out by the BID Council on their accomplishments this past year.
- Discussion was held on the tree trimming issue with Clear Channel. The Mayor's representative will get information from us and the Adams Avenue Business Association to move forward with a solution..

Chamber of Commerce

- Weber reported that the meeting was on Tuesday. Staff did a City facility study and there are \$4-5 million worth of broken items in the City's building.
- Chamber opposes bill #SD1093 relating to property taxes for commercial properties.
- Membership – discussion was held for another month regarding membership renewals.

Committee Reports

Executive – *Report by Thomas/Kleinhen*

- **Board Handbook** – to be completed.
- **Homeless Outreach meeting with Council President Pro Tem Emerald** – Council President Pro Tem Emerald is proposing a meeting with community members regarding the homeless issue. Fitzgerald volunteered to attend this meeting.

Organization/Budget - *Report by O'Connor*

- No report given.

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Committee Reports: *(continued)*

Promotions – *Report by Gillette/Forman*

- **Boulevard Market** – There was an increase in bar sales. The Blvd guide was launched this month.
- **Promotional Video** – In process of adding an El Cajon Boulevard locator map.
- **Boulevard Guide** – A launch was held at the April BLVD Market last week.
- **Fairmount Arts Corridor** – Outreaching to arts organizations. Working on a Take Back the Alley event in May.

Economic Development - *Report by John O'Connor*

- **Vacant Lot – lease update** – The lease was submitted to the City. Work progressing on activation efforts. ULI-TAP event at the Rock has been scheduled for Wednesday, May 25th. More information to follow.
- **Woodrow Wilson Middle School** – No report this month.
- **Open Air Market – incubator project – YMCA adjacent** – Project was presented at two planning groups and approved by both.
- **SR-15 Centerline – update – bridge deck and vacant lot** – No report this month.
- **Recruitment and retention presentation** – Thomas did a presentation at the Economic Development committee meeting yesterday.

Design/Parking - *Report by Thomas*

- **SANDAG – Mid City Bike Project** – They are hosting a community open house event (see under announcements for details).
- **Little Saigon - update** – A permit for a 62 foot flag was submitted by the Little Saigon District. The project will be going through a Process 5.
- **Kiosk** - No update

Old Business

- Discussion was held on the Red Fox historic restaurant at the Lafayette Hotel.

Announcements

- Prescription Drug Take Back Day – Saturday, April 30th from 10am to 2pm.
- Georgia - Meade Bikeway – Community Open House – Tuesday, May 10 from 6 to 8 pm at the Lafayette Hotel – Mississippi Ballroom

Meeting moved to adjourn at 10:48 a.m. (Gillette/John O'Connor)