

EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, May 18, 2017 – 9:00 am

Present: President M. Tootie Thomas, Polly Gillette, Jackie O'Connor, John O'Connor, Sher Cox, David Chan, Ralph Enriquez, Danny Fitzgerald, Julian Villegas, Julie Chan, Cuong Nguyen, Zane Mumford, and Staff: Steve Aldana, Beryl Forman, Brenna Churma

Excused/Absent: Edward Haidar

I. Call to Order and Introductions – at 09:09AM

Public Comment and Representative Reports

- **Officer Hall-** City Business Walk report and concerns were handed over by Liz Studebaker (Econ. Development Department). Mid-City Division will follow up on concerns pertaining to law enforcement and homelessness. Cruiser Tacos at 2850 El Cajon Blvd. had patio broken into and two TV's were stolen in the late night/early morning hours. SDPD doing bike safety workshops at Farmers Markets.
- **Jeff- City Attorney's Office-** Consumer Division of City Attorney's Office said solar service scams are on the rise. Solar Companies are taking money, not completing work, or adding liens on properties in excess of work without owners' knowledge.
- **Grocery Outlet - Kelly Meldrum Owner-** Local Resident opens City Heights Grocery Outlet Market at 4360 54th St. He invited Board Members, and guests to a grand opening and ribbon cutting on 5/25 at 10AM. Tootie added a welcome to the Boulevard and a full throated endorsement of the market from personal experience and encouraged future involvement in the East end hub and ECBBIA.

II. Action Items

- Danny Fitzgerald reports on the City's Technical Advisory Committee, which is updating the municipal code. He is planning to have a seat on the committee.
- Board Retreat - Organizing committee follow-up from three years ago. Tootie recommends setting up a task force to initiate and plan for a board retreat later in the year. JaO 1st, RE 2nd - Unanimous in favor.

Proposed Motions

- Approval of April Board of Directors Meeting Minutes. JO 1st ZM 2nd- Unanimous in favor.
- Approval of April Financials. Tabled.

III. Community Reports

Hubs:

- BLVD West - Festival of Beers update, Brenna Churma reports it was a success, Charlie in a Kilt.
- Boulevard Brewery event Eppig Coordinating. Music Mob- 3 businesses taking over organizing.
- 30ECB- Kansas St. Crossing, included in draft City budget. Wide Community support.
- Little Saigon next meeting, Reviews Past Plans, Looking for more opportunities to continue partnership with LSF. Update on another rebuff of Night Market. Tootie met with Su Nguyen and Tram of LSF to discuss opportunities and to review LSF wishbook. Will recommend to Parking and design after sitting with Tram and Beryl Forman to understand wants.

- Blvd. East - Speed Indicator, no response from city.
- **BID Council** - *Jackie O'Connor*, Explanation of the purpose of the BID Council.
- **Chamber of Commerce** - *Danny Fitzgerald*- No report. Danny and alternate John could not attend. Ralph offered to be 2nd alternate.

IV. Committee Reports

Executive

T Thomas, chair

- DAM KIVA Trustee granted 10K. Let's see if they'll meet it
- Encourage filing Conflict of Interest for new Board members.
- Bookkeeper Office Admin Jeff Domsalski- FY'17 –status on reimbursements and grants, Goals is to have March submitted in a few days, April by end of May, and May by the June 15th deadline.

Financial/Budget- Ad Hoc

Julian Villegas/ Jacquelyn O'Connor, chair

- First Meeting May 1, 2017 spent entire meeting familiarizing members with Financial components, sources and procedures unique to the BID system and in particular the ECBBIA Gateway and Central. Next meeting planned for June 5th.

Promotions

P Gillette/ Zane Mumford – Forman, staff

- Blvd Market- Now Weekly. Attendance has been light. Important to identify ways to build.
- A POPUP15 activation calendar will be created.
- Take Back the Alley- Qualcomm volunteers cleared up the alley and repaint projects behind the Media Arts Center.
- YMCA Placemaking Event volunteers activated Fair at 44 with a new painted design on the asphalt and a new kiosk build out.
- Festival of Beers- Discussed earlier. Booth provided by promoter.

Economic Development

John O'Connor, chair - Forman, staff

- PopUp15 (vacant lot): Long-term development RFP East and West Lots in works with Civic San Diego. Seeking a way forward that includes community engagement.
- Fair@44- Update: Long-term Development - 'Civic Moment' building on ECB will possibly house refresh type project. Saturday Market Salsa Sabado moving forward.
- New Development Projects: Danny has created a database for property sales. The plan is to outreach to property owners.
- City Business walk- Successful and largest one so far in City. Thanks to all who volunteers and staff.
- Bridge Deck- D3 and D9 are involved and engaged to open the kiosks.

Design/Parking

P Gillette/T Thomas, co-chairs – Aldana, staff

- Complete Boulevard still changing and unsettled. MTS not happy with current city concept. Working group reconvenes with environmentalist and ECB Consultant Charlie Gandy to explore more options with MTS at the table.
- Update on Little Saigon greenway project update. Pagoda trash cans have been delivered and waiting on response and install date from city staff, Glen Torio.
- 30th Street Bike Accommodation Study- New Staff at Circulate will attend next MCCPD meeting to discuss future survey and focus groups.

V. Old Business

VI. Announcements/ Meeting moved to adjourn at 10:42 AM