

EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, June 15, 2017 – 9:00 am

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

Excused/Absent: Sher Cox, Julian Villegas,

I. Call to Order and Introductions – at 09:04AM

Public Comment and Representative Reports

- **Jason Weiz- Senator Toni Atkins office-** Recognizing Live Wire 25 years of business. At Studio Door Reception 5-7 PM. RSVP to 619 685-3133
- **Lynn Elliot- North Park Rec. Council** -Problems at the North Park Community Park - crime and vagrancy. Proposing a 12 midnight to 6AM curfew (as being proposed by other parks). Miss Elliot is asking for a letter of support from the ECBBIA. Questions from the board. Then a move to Exec committee agenda for discussion.

II. Action Items

- Approval of ACCF Grant submission for Little Saigon Mural Project -City Arts Grant
- Approval of CPPS District 3 Grant submission for summer parade and block party. Walking parade to dovetail in with a welcome to the neighborhood for new residents from developments.
- Approval of Letter to Planning for FY'18 Grants Draft form circulated.

Proposed Motions

- Motion to Approve Board Meeting Minutes – May 18, 2017 JAO 1st / DF 2nd Abstentions PG & EH
- Motion to approve Financials April PG 1st / RE 2nd Unanimous.
- Motions to approve Financials May PG 1st / RE 2nd Unanimous
- Motion to Approve BLVD Market rebranding MOU agreement with Edwin for 2 months- \$500
 - PG 1st / RE 2nd Unanimous.
- Motion to approve West End Hub mixer June 29th 6PM Lafayette- \$200 PG 1st / JOC 2nd Unanimous
- Motion to approve retrofit of existing double globes to smart fixtures PG 1st / JOC 2nd Unanimous

III. Community Reports

Hubs:

- BLVD West (Texas)- Music Mob Twisted Taps and Negotiant longer hours/ funding by business, Summer Parade, Biz mixer
- 30ECB- Kansas St. Crossing. City proposing a lesser option.
- Little Saigon- Shared interests with LSF and Community. Passed around 10 year plan from LSF with proposed ideas.
- BLVD East - Speed Indicator, Next meeting community walk 10-2 July 6th tentative.

- **BID Council** - Jackie O'Connor, Looking at micro district grant. Restructuring of BID council and BID foundation.
- **Chamber of Commerce** - Proposed updating at ED. County selling properties and should try to direct funds to the area. SD Housing Commission- Looking for subsidies for middle income housing - Proposed at the state level.

IV. Committee Reports

BIA Mission:

The El Cajon Boulevard Business Improvement Association is an association of local businesses committed to improving the physical and economic conditions along the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City San Diego.

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I. Call to Order/Introductions/Speakers – Tootie Thomas, President

- **Public Comment** (limit to 3 minutes per speaker)
- **Reports from Elected Officials/Representatives**

II. Action Items

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III. Community Reports

- Hubs
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 - 30ECB- Kansas St. Crossing.
 - Little Saigon- Shared interests with LSF and Community
 - BLVD East - Speed Indicator, Next meeting

- BID Council *Jacquelyn O'Connor, Rep*
- Chamber Update and Opportunities *Danny Fitzgerald*

IV. Committee Reports - Information Items

Executive

T Thomas, chair

- Bookkeeper Office Admin - Jeff Domzalski
 - FY'17 –Status on reimbursements and grants
- Financial/Budget- Adhoc *Julian Villegas/ Jacquelyn O'Connor, chair*
 - Budget work and goals

Promotions

P Gillette/ Zane Mumford – Forman, staff

- Blvd Market- Discussed how weekly wasn't a good fit, Going back to 3rd Fridays with a July 7th American theme kickoff brewers and Car clubs. Still need to sort out Market Manager role and resp.
- POPUP15 Activation Calendar
- Committee Press release a suggestion for each committee/ each month. John wants a form. Danny will send his own form.
- Ben and Jerry's Placemaking Event- Through Hands On San Diego looking for a project to do January 18, 2018 10K budget. Volunteers to build something.

Economic Development

John O'Connor, chair - Forman, staff

- PopUp15 (vacant lot):
 - RFP East and West Lots through civic and the city
- Fair @ 44- Update
 - Long-term Development - USD meeting about long term development on the Fair@44 lot
 - Saturday Market Salsa Sabado! July 8th
 - Dojo - Daily July 1st Lili's Fashions Wed. and Sat.
 - Grocery Outlet \$500 Sponsor Salsa Sabado - *Beryl Forman*
- New Development Projects
- ATC- Brenna Churma Business Resource Coord. El Borrego funded. Celebration in July. 16 perspectives trying for funding.
- Spanish workshop on A2C partnering with Diamond district
- City Business walk going through surveys and will compile and share.
- Developers Bus Tour Oct.

Design/Parking

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

- Complete Boulevard City planning done and all partners unhappy with the results.
- Little Saigon Greenway project update
 - Trash Cans
 - Pavers in soon.
- 30th Street Bike Accommodation Study Done move forward with focus groups.
- EATSD Planter and Landscape POPUP15

V. Old Business

VI. Announcements and Adjournment

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V. Old Business

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