

EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, April 19, 2018 – 9:00 am

Present: President M. Tootie Thomas, Polly Gillette, Jackie O'Connor, John O'Connor,, Ralph Enriquez, Danny Fitzgerald, Julian Villegas, Julie Chan, Edward Haidar, Sher Cox, Bob Leif and Staff: Steve Aldana, Beryl Forman

Excused/Absent: Cuong Nguyen,

Motion to add: Econ Development budget to the Proposed motions RE1st. Julian 2nd U
Motion to move election from 4/19 to 5/17 for clarification on 2nd VP NOM
PG1st. SC 2nd. Discussion about timeline for nominations, email, and phone conversation 2 days prior. U

Call to Order and Introductions – at 09:16 AM

Public Comment and Representative Reports

- **Tyler Renner** - Total CPPS 50K with a \$1500 minimum
- Jenny Hall Change of Command Todd Griffith, Midcity Lieutenant Shaw, City Heights Vernon Peterson, Finish up walks at 50th with Terry Hoskins
- California Bank and Trust Jeff Borger.

II. Action Items

- BLVD 20/20- Committees to Report scope and commitment as a directive to BIA plan
- CDC Bia Partnership, Meeting with Erik, Lisc scope of contract and amendments
- Meeting with Chrisward for May at the 30ECB Hub

Proposed Motions

- Minutes March. PG 1st., JOC 2nd Unanimous Approved
- March Draft Financials RE 1st., PG 2nd Unanimous Approved
- April Officers Elections - move election from 4/19 to 5/17 for clarification on 2nd VP Nomination PG1 BL2 Discussion about Procedure, and how nominations are made. History of the organization and bylaws. JO reminds us of Process and welcomes nominees in proper order. RE calls bylaws and 2nd VP into question. TT requests that this be taken back to Exec prior to may election. Unanimous
- Motion to approve Walk Bike Place Conference Registration for Beryl approx \$650 PG1 BL2 Discussion that USD would pick up housing and Lisc commitment to pay airfare. Tootie reminds everyone of Beryl's acumen to listen like a sponge and then reinterpret to the Boulevard. U
- Approval to move forward with Printing Boulevard Guide PG1 SC2 Tootie reminds everyone that this was voted for and appropriated in budget already this was just the go ahead. U
- Approval of New PO system PG1 JoC2 Discussion on flow chart BL suggests dotted lines back up the chain for aerodynamics, and aesthetics. \$500 dollars or more a PO must be sought. Ongoing payments such as rent, utilities etc. exempt but needs to be called out U.

III. Community Reports

Hubs:

Working on meeting dates

- **BID Alliance** - Jackie O'Connor, Bike Indemnity, Organizing organization Letters on Placemaking

IV. Committee Reports

Executive

T Thomas, chair

- Bookkeeper Office Admin Jeff Domsalski Absent for Hospital, Exec Draft shared
- Julian working on FY19 Budget adhoc clarification that meeting looks at financial policies and procedures and sends recommendation up to Exec. Adhoc. May 7th.
- Placemaking Permit structure approved reviewed in 30 days. First money in 2 months.

Promotions

P Gillette – Forman, staff

- Wrap up: Bike event, Beerfest,
- Placemaking with High Tech High Fair@44 Community Reinvestment, CA B&T interested
- Flashlight schedule
- Vegan Food Market MMay 12 and moving forward with June date, Monthly to replace 3rd Friday market
- Street food Cinema June 2, The Greatest Showman
- Banners, Looking to design a generic whole BLVD. installation to swap out
- Video Spotlights Shooting today with 12 Businesses to run weekly on Social media

Economic Development *John O'Connor, chair - Forman, staff*

- Developers Bus Tour 2.0 and Town hall
 - Marketing push Mixte 2nd quarter to tie in with town hall and ULI walk
- New Development Projects
- ATC- Amelia Cary
- Chamber no attendance- reevaluate our involvement Danny reminds us also that his ULI membership is expired and that we should consider enrollment
- POPUP15 Maintenance Work day May 5th
- Monthly Press release/ 2nd Quarter \$160 K to Homebrewer for expansion

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

- Little Saigon Project Update
 - Murals
 - Wayfinding Kiosk
 - Planters Vicki Leon to lead Community tile installation on LS
- Parking Alternatives and swag
 - Angled Parking Roll out 270 spaces created
 - Meeting with Bike Share Companies
- Bike Accommodation Study- Business to Client Survey
- Parking Inventory

V. Old Business

VI. Announcements/Meeting moved to adjourn by PG at 11:07 AM