



## **EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**

**Thursday, March 21st, 2019 – 9:00 am**

**Present:** President M. Tootie Thomas, Jackie O'Connor, John O'Connor, Danny Fitzgerald, , Bob Leif, Cuong Nguyen, Julian Villegas, Sher Cox, Kristen Karhio, Lili Klu, Domingo Gareu Staff: Steve Aldana, Beryl Forman.  
**Absent -** Polly Gillette, Edward Haidar, Julie Chan,

### **Call to Order and Introductions – 9:10 AM**

#### **I. Public Comment and Representative Reports**

- **County Supervisor Nathan Fletcher office- Brandon Torres-** County budget transparency meeting will be held at Copley-Price YMCA on 4/3/2019 at 6PM and 6/13 at 5 PM. Budget hearings are accessible online and streamed. There is a proposal by Supervisor Fletcher to utilize county-owned property off Washington St. as a mental health facility for the homeless.
- **D9 Council President Gomez - Stoffer-** Discussed bikeshare and scooter companies geo-fencing City Heights. Blvd explains transportation equality value and shares exchanges with Bird. D9 is still investigating.
- **D3 Chris Ward, Tyler Renner -** North Park Planning Committee will be hearing 30th St bike lane proposal for pipeline project. Piloted bus lane in the works and Blvd to be included as project evolves. Pilot project initiated through community outreach as part of the BLVD 20/20 plan. Budget Process to allocate funds to homeless issue has increased in the last two years. Mayor's budget expected to be released the second week of April. Danny Fitzgerald informs us about the activity of development that is being held up between University Ave. and ECB due to unclear historic review process. The way it reads, anything over 40 years old must be reviewed. The school district wants to move Education Center (possibly to City Heights) and redevelop the current site at ECB and Park.
- **Senate President Toni Atkins- Jason Weitz-** Budget meeting 3/28 at 6PM, at the ECC on Ocean View Blvd. March is Women's History Month and Senate District 39 is honoring women in the district. Tootie Asks about Marketing to promote Opportunity Zones at the state level.
- **Assemblymember Todd Gloria/ NP Planning Committee- Randy Wilde-** NPPC Elected new board members. Discussion on 30th Street bike lane on April 16th. Tootie Asks if the bike lane can be extended to one block north to intersect with the Mead Bike Project. AB1734 - extends low income property tax to middle and low income on new construction.
- **SDPD Community Relations Officer Terry Hoskins-** Dialogue will be going out to community at Urban life Cafe at the YMCA, Mondays at noon. Officer Hoskins requests invite to all ECBBIA open meetings. Tootie requests again a meeting with SDPD Midcity, D9, Business Owners, KEN/TAL residents and City Heights residents

## II. Announcements

- **Exec Committee Election**- April 18th
- **First Friday Market**- April 5th
- **30ECB Stroll**- June 7th

## III. Proposed Motions

- Motion to approve board meeting minutes- Nov. and Dec. 2018, Feb. 2019 1st. JO 2nd SC  
Nov. 3 Abstention -Approved December 1 Abstention- Approved Feb. Approved
- Motion to approve Financials- Feb. 2019 / 1st. JOC 2nd BL Approved
- Motion to Approve BID management Agreement with the City of San Diego 2020 1st BL, 2nd  
Sher Approved
- Motion to approve MCCPD contract with the City of San Diego 1st. JO 2nd CN Approved
- Reallocate and earmark \$1000 Placemaking funds to Discretionary Account. 1st. BL 2nd SC  
Discussion: why are we moving the funds from placemaking to discretionary with an earmark for  
specific expenditure. Tootie explains that the funds if moved into discretionary will lose its  
placemaking purpose and should stay on the West End. Board satisfied, Motion Approved

## IV. BLVD 20/20 Strategic Goals

- Adoption of strategic rollout goals
- Committees will be identifying projects and partners for 1 and 3 year implementation
- Lineup of speakers or partners for committee meetings

## V. Hubs

- BLVD West- Mardi Gras- Successful event. Larger crowds more press coverage.
- 30ECB- Mardi Bra, Security Cameras wanted perhaps as a Storefront improvement facet.  
Kristen from Kor shares her recent installation of cameras and how it stopped a crime in  
progress and is affordable at \$125.
- Little Saigon- Walk with Traffic engineers to evaluate menlo for possible crosswalk. City  
dismayed that new paving project didnt complete the intersection. Joe Jiminez present  
Tootie asks about standardizing the speed on ECB to the lower 30MPH that on the West  
End - to be reviewed., Arts event Little Saigon Stories April 27th
- Bench Locations
- BLVD East- Bench Locations
- BID Alliance Jacquelyn O'Connor, Rep

## VI. Committee Reports

### **Executive** *T Thomas, chair*

- Bookkeeper Financial Summary
- Policy and Procedure- Ad Hoc Canceled
- Board of Directors Handbook and Orientation March 14th

- Form 700 everyone reminded
- Executive Board Election, Nominations in place by April 11th

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

- Dave Baker memorial to be included in the newsletter. Danny adds that he was a very hands-on owner at the Barn and the BLVD. Center.
- Boulevard 20/20 Partners and Funding Neighborhood Infill and Opportunity Zones
- Small Business CDC Loans 2020 contract on the way same requirements and funding.
- Access to Capital Viridiana new staff
- Green Building Council Programs for businesses to save on energy.
- Monthly press release/ 2nd Quarter Social media to include property and space availability.

**Promotions** P Gillette – Forman, staff

- Fair @44 Programming- Street Food Fridays, Salsa Sabado, Starting up again with better weather
- First Friday- Bar vendor to propose take over
- Placemaking- Su Pan Take Back the Alley wall and ground repainted. Stalled due to alley restrictions. Beryl to work with D9 Tootie reports issues due to with placemaking permit that needs to be addressed including expediency. Placemaking's purpose is fast and cheap.

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

- Tree Inventory and Next Steps
- Angle Parking Conversions - Installation and new projects
- 30th Street Bike Lane - Parking management, Center turn lane
- Little Saigon Project Update
  - Trash cans-LSF
  - Electrical box- Art rehab
- 15 Bridgedeck
  - Blade sign
  - Timeline Documents
- Pedestrian crossings- Working with city traffic engineers
- Wayfinding Kiosk- \$3,500 to get permit issued.

**VII. Old Business**

**VIII. Announcements**

**Meeting moved to adjourn by PG at 10:25**