



Board of Directors Meeting Thursday, September 21, 2017 – 9:00 am

AGENDA

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.

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

- **Public Comment** (*limit to 3 minutes per speaker*)
- **Reports from Elected Officials/Representatives**
- **Presidents Report**
Toni Atkins meeting, Ron Roberts meeting

II. Action Items

- FY18 Budget progress and adjustments
- Planning November Board retreat
- Meeting with Counsel on SDFOG
- Intern schedule, program and Volunteers group
- Committees to set up budget and initial funds

Proposed Motions:

- Motion to Approve Board Meeting Minutes – July 20, 2017
- Motion to approve Financials for July 2017. Aug. 2017
- POPUP15- Planters and Activation- Schedule, use parameters
- Motion to approve Primary location as El Cajon Boulevard, The Boulevard, and using Mid-City Moniker, secondary
- Tiered Pricing for POPUP15

III. Community Reports

- Hubs
 - BLVD West (Texas)- Banners, Bus stop, F2F and Exotic gardeners
 - 30ECB- Kansas St. Crossing. Solar Median lights
 - Little Saigon- special collaborative progress, and LMD projects
 - BLVD East - Speed Indicator, Methadone Clinic progress, Honey Yoga, business banners sponsorship

- BID Alliance and Foundation

Jacquelyn O'Connor,
Rep

IV. Committee Reports - Information Items

Executive

T Thomas, chair

- Bookkeeper Office Admin - Jeff Domzalski
 - Financial report
 - FY17 Audit

September 21, 2017 Board Con'td

- Financial/Budget- Adhoc *Julian Villegas/ Jacquelyn O'Connor, chair*
 - Meeting scheduled for Oct. 2
 - Final FY18 Budget Approval at January Annual Meeting

Promotions

P Gillette/ Zane Mumford – Forman, staff

- Blvd Market- Schedule 2017-2018
- Salsa Sabado Schedule
- POPUP15 BLVD sponsorship and Update, & Deadline
- Little Saigon arts grants next steps and BIA involvement
- Hub Banners

Economic Development

John O'Connor, chair - Forman, staff

- PopUp15
 - Long-term development RFP East and West Lots
- Fair @ 44- Update
- New Development Projects- Exotic Garden Tour
- LISC Overlay Proposal
- ATC- Brenna Churma Business Resource Coord.
 - LK Fashion Celebration for funding
- Developers Bus Tour Oct. 18th
- Chamber Update

Design/Parking

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

- Complete Boulevard Parking study Euclid to 52nd.
- Little Saigon Greenway project update
 - Trash Cans
 - Pavers
 - Murals and Menlo Crosswalks
 - Utility boxes
- 30th Street Bike Accommodation Study
- Eat San Diego next steps
 - Partners agreements and ongoing cleanup

V. Old Business

VI. Announcements and Adjournment