



Board of Directors Meeting Thursday, June 21, 2018 – 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**
- **Toni Atkins presents 2018 Businesses of the Year**

II. Action Items

- Boulevard 20/20 committee
- YMCA Front Door Representative and Ideas/ Julian Villegas update

Proposed Motions:

- Motion to Approve Board Meeting Minutes – May 2018
- Motion to approve: CDC/BIA partnership agreement
- Motion to Approve Vegan contract

III. Community Reports

- Hubs
 - BLVD West Bark Blvd., Mississippi crossing unfunded
 - 30ECB- Survey push back and outreach, Kansas Xing unfunded
 - Little Saigon- Peace Mural
 - BLVD East - 4904 mccpd meeting, Plantings Black Stagg
- BID Alliance *Jacquelyn O'Connor, Rep*

IV. Committee Reports - Information Items

Executive

T Thomas, chair

- Bookkeeper Office Admin - Elisha
- Financial/Budget- Adhoc - *Julian Villegas/ Jacquelyn O'Connor, chair*
 - FY 2019 Budget how do we move forward?
- Insurance transfer to Nova save \$700

Promotions

P Gillette – Forman, staff

- Placemaking with High Tech High Fair@44
- Street food Fridays, Salsa Sabado
- Vegan Food Market Challenging but committed
- Blvd. Guide Launch JuneShine up and running
- Self Guided Tours
- Street food Cinema Success Sponsorship offset
- Take Back the Alley
- Little Saigon Arts

- Pride Ride OFO
- Video Spotlights
- Flashlight schedule
- Banners

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

- Town hall successes and press
- Marketing with Mixte
- City of San Diego Business Incentive Program
- New Development Projects
- ATC- Amelia Cary
- Chamber Update
- Loan Celebrations
- Monthly Press release/ 2nd Quarter

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

- Little Saigon Project Update
 - Murals
 - Wayfinding Kiosk
 - Planters
- Parking Alternatives and swag
 - Angled Parking Roll out rough
- Placemaking Permit
- Dockless promo and parking initiative

V. Old Business

VI. Announcements and Adjournment