



Board of Directors Meeting Thursday, April 20, 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**
- **Meet Charlie Moore**

II. Action Items

- John O'connor and Danny Fitzgerald TAC
- Ralph Enriguez to be liaison to Normal Heights
- Recommendation to Committees on POP15 activation
- Financial Adhoc Julian Villegas Chair May 1

Proposed Motions:

- Motion to Approve Board Meeting Minutes – March 16, 2017
- Motion to Approve Financials
- Acceptance of slate of officers and Board vote.
- Motion to accept NPMAD being folded into NPPC as a subcommittee
- Final Approval of Mid-City Community Parking District Budget and Contract
- Motion to accept Executive Committee recommendation for KIVA endorsement

III. Community Reports

- Hubs
 - BLVD West (Texas)- MTS Bus stop relocation, CPPS
 - 30ECB- Kansas St. Crossing.
 - Little Saigon next meeting, Night market, Partners
 - Blvd. East - Parking, Speed
- BID Council - *Jacquelyn O'Connor, Rep*
- Chamber Update and Opportunities *Danny Fitzgerald*

IV. Committee Reports - Information Items

Executive

T Thomas, chair

- Invoice and Sponsorship month April
- Meeting with Marti on D(CPPS
- Marti Emerald Appreciation event
- Financial/Budget- Adhoc *Julian Villegas/ Jacquelyn O'Connor, chair*
 - Budget Prep FY18 Adhoc
 - o Questions to be focused on
 - o Sponsorship

Promotions*P Gillette/ Zane Mumford – Forman, staff*

- Blvd Market- This Friday April 21st 3 month plan to weekly
- Website - New features New opportunities.
- POPUP15 Activation- Bikes del Pueblo etc.
- Barrio Hermanos- MOU, Opportunities
- May Take Back the Alley Month
- Festival of Beers
- Summer Parade
- YMCA Placemaking Event
- Media Arts Center Grant
- Tourism Board Partnership

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

- North Park Community Plan Update - Status
- PopUp15 (vacant lot):
 - Long-term development RFP East and West Lots
 - BDC formation
- Fair @ 44- Update
 - Long-term Development - 'Civic Moment'
 - Saturday Market and City Lights Dancing
- New Development Projects
- Civic San Diego- ATC- Brenna Churma Business Resource Coord.
- WIFI opportunity
- Accion Opportunity
- City Business walk

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

- Complete Boulevard
- Little Saigon Greenway project update
 - Trash Cans
 - Architect/High tech high future projects partnerships
 - Banners
 - Mural projects - CPPS
- NPLMD- Walk, Wishes, Lighting, Wayfinding
- 30th Street Bike Accommodation Study
- Lighting on the East End
- EATSD Planter and Landscape POPUP15

V. Old Business**Announcements and Adjournment**