



## Board of Directors Meeting Thursday, October 19, 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**
- **Pumpkin Spice- President's report**

#### II. Action Items

- November Board retreat- Nov. 16th
- Meeting with Counsel on SDFOG
- Search for AmeriCorps staff

#### Proposed Motions:

- Motion to Approve Board Meeting Minutes – September 21, 2017
- Motion to approve Financials for September 2017
- Tiered Pricing for POPUP15
- Motion to approve 3 months for Brenna as Consultant
- Motion to approve Promotions Budget
- Motion to approve letter RFP Survey- Results and next steps

#### III. Community Reports

- Hubs
  - BLVD West (Texas)- Banners, Bus stop, and Exotic Gardens
  - 30ECB- Kansas St. Crossing. Solar Median lights
  - Little Saigon- Moon Festival, Banners and LMD projects
  - BLVD East - Speed Indicator, business banners sponsorship

- BID Alliance *Jacquelyn O'Connor, Rep*

#### IV. Committee Reports - Information Items

##### Executive

*T Thomas, chair*

- Bookkeeper Office Admin - Jeff Domzalski
- Board Retreat Topics and Speaker
- Rethink of Newsletter
  - Financial Report
  - FY17 Audit
- Financial/Budget- Adhoc - *Julian Villegas/ Jacquelyn O'Connor, chair*
  - Meeting scheduled for Nov. 6
  - Exploration of 501C3 and Gateway

## **Promotions**

*P Gillette – Forman, staff*

- Blvd Market- October 20, 2017
- Salsa Sabado Saturday
- Dojo open at Fair@44 daily
- POPUP15- Open House
- Little Saigon arts grants next steps and BIA involvement
- Hub Banners
- Monthly Press release
- Boulevard Guide Print

## **Economic Development**

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

- Developers Bus Tour 2.0- Oct. 18th
- Fair @ 44- Future Development and Civic Moment
- New Development Projects
- ATC- Brenna Churma Business Resource Coord.
  - LK Fashion Celebration "doors have opened"
- Chamber Update
- Monthly Press release

## **Design/Parking**

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

- Trees- NP and Central
- Marketplace storefront- UCSD
- Little Saigon Greenway project update
  - Trash Cans
  - Pavers
  - Murals and Menlo Crosswalks
  - Utility boxes
- 30th Bike Accommodation Study- Presentation MCCPD Oct. 25
- Eat San Diego next steps
- Bridgedeck lights

## **V. Old Business**

## **VI. Announcements and Adjournment**