

# THE BOULEVARD

EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION



**Annual Meeting January 18th, 2024**

# Get Involved

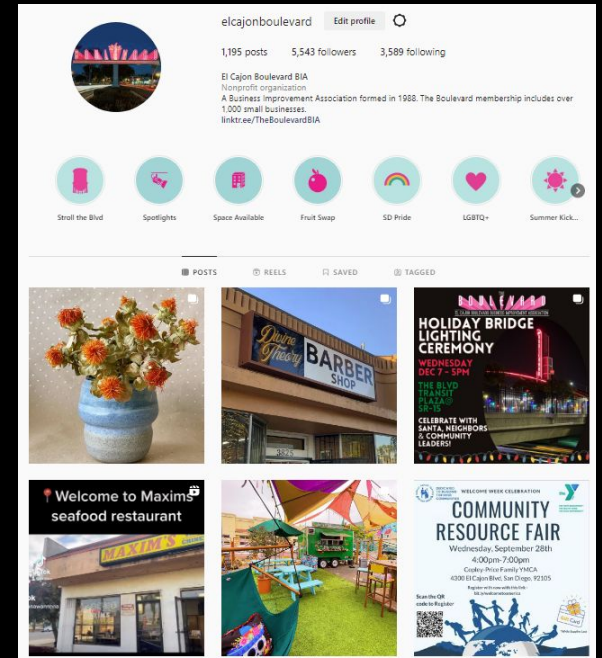


[TheBoulevard.org](http://TheBoulevard.org)

**35 YEARS!**  
Thurs. Dec. 14th 5:30PM  
Lighting Ceremony:  
Boulevard Transit Plaza (El Cajon Blvd @ SR15)  
Reception:  
The Boulevard BIA Office (3727 El Cajon Blvd)  
THEBOULEVARD.ORG

*35 Years!  
Mid-City I-805 & SR15 Holiday Bridge Lights*

Please join us on Thursday December 14th to celebrate 35 years of this incredible community tradition that spreads holiday cheer throughout San Diego. The Boulevard BIA will kick off the festivities with a live lighting ceremony at the SE corner of the SR-15.



**ElCajonBoulevard**  
Instagram & Facebook

**Newsletter**  
*(Sign up on website)*

# Annual Meeting



**I. Call to Order 5:35 PM - Introductions/Welcome- John O'Connor, ECBBIA President**

## **II. Proposed Motions:**

- **Approval of Annual Meeting Minutes - January 19, 2023- John O'Connor, President**
- **Financial Report – Year End – 2023**

# Annual Meeting



## II. Proposed Motions:

- **Approval of Annual Meeting Minutes - January 19, 2023- John O'Connor, President**
- **Financial Report – Year End – 2023**

# Annual Meeting

## III. Dates to Remember:

- **February 11th:** Blvd. Mardi Gras Crawl
- **February:** SD County Fair Banner Photos
- **April:** Form 700 due
- **Fair@44 Activations:** Free lunches, Trans and Nonbinary Tuesdays, Movie nights, Pop-up Markets, BIPOC Immigrant and Refugee Entrepreneur support and incubation, Senior Activities and engagement, Cultural events

# KEYNOTE SPEAKER



**Alex Frost**

**Senior Planner**

**City of San Diego**

# Annual Meeting - Election



## IV. Election of Board 2023-2025 Christine Perez, Election Chair

# Annual Meeting - Ballot

## IV. Election of Board - Election Chair

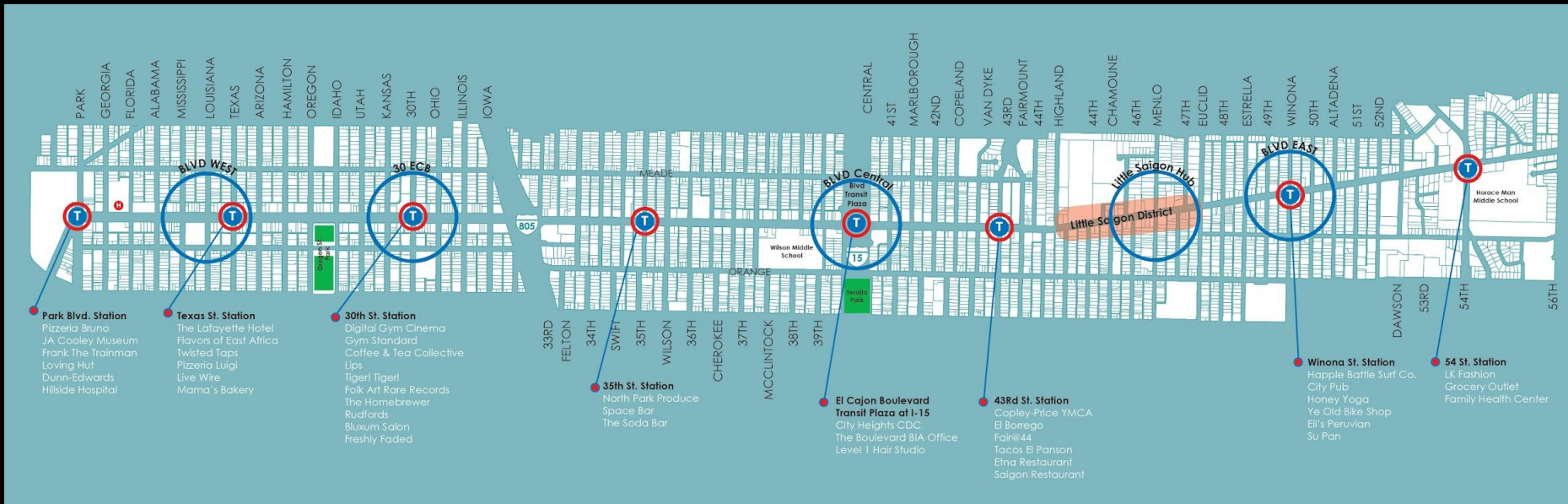
### Full Two Year Terms: 2022-2024

- Kuniko Holmes- Nominee - Business Owner- Cin Kuni - 3025 El Cajon Boulevard
  
- John O'Connor - Incumbent - 4233 Kansas GP,LLC
  
- Christine Perez - Incumbent - Cafe Madeleine - 2850 El Cajon Boulevard  
Alternate: Peter Osetek
  
- Luke Nguyen - Incumbent - Associate Member - Commercial Broker

*In addition, nominations will be taken from the galley in attendance.*



# Year in Review - 2023



**El Cajon Boulevard BID encompasses 60 blocks, from Park Boulevard to Dayton (2 blocks east of 54th Street), traversing the communities of University Heights, North Park, Normal Heights, Kensington, Talmadge and City Heights.**



# **Year in Review - 2023**

## **Board Members- Who We Are**

**John O'Connor, President – Property Owner**

**Jacquelyn R. O'Connor, President Emeritus – Associate Member**

**Julian Villegas, Vice President – Copley-Price YMCA**

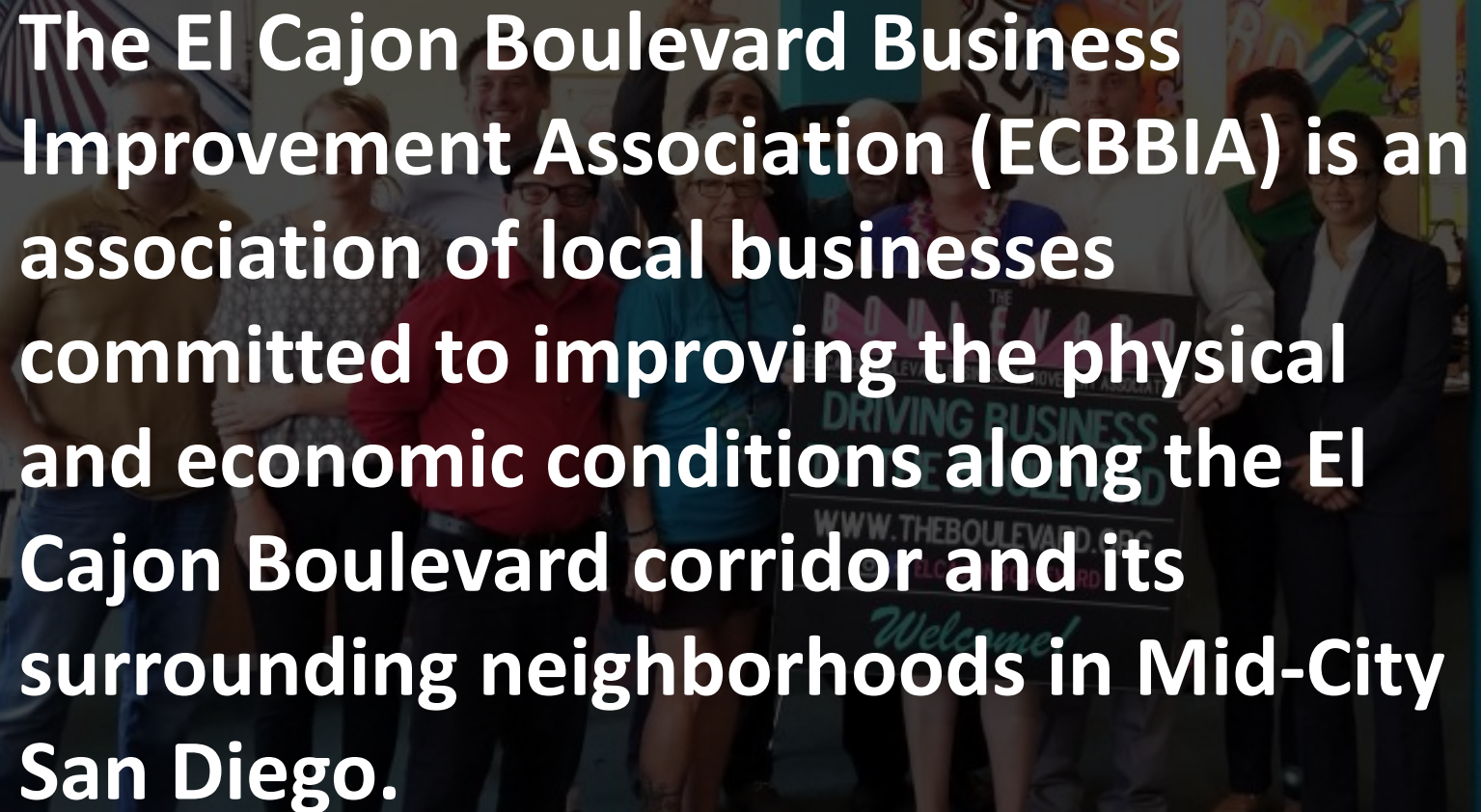
**Edward Haidar – Mama's Bakery**

**Julie Tran- Goodbody Mortuary**

**Luke Nguyen- Rosano Partners**

**Christine Perez - Cafe Madeleine**

# Mission

A group of approximately ten diverse individuals, including men and women of various ages and ethnicities, are standing together in what appears to be an office or community space. They are holding a large black sign with white and green text. The sign reads "DRIVING BUSINESS" in large letters, with "WWW.THEBOULEVARD.ORG" below it. The word "Welcome!" is written in a cursive font at the bottom of the sign. The background shows colorful wall art and a window with blinds.

**The El Cajon Boulevard Business Improvement Association (ECBBIA) 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.**



# **ECBBIA Goals**

- 1. To understand and advocate for the small business needs of the membership**
- 2. To ensure the Boulevard's future as a safe and pleasant place to live, work, and do business**
- 3. To continue bringing public improvement activity onto and adjacent to the Boulevard**
- 4. To promote reasonable infill development along the Boulevard including a business mix complementary to its neighborhood and regional consumer base.**

# Year in Review - 2023

## Committee Focus

- **Joint Committee meetings on the 2nd and 3rd Wednesdays of each month covers Design, Parking, Economic Development & Promotions.**



# Design

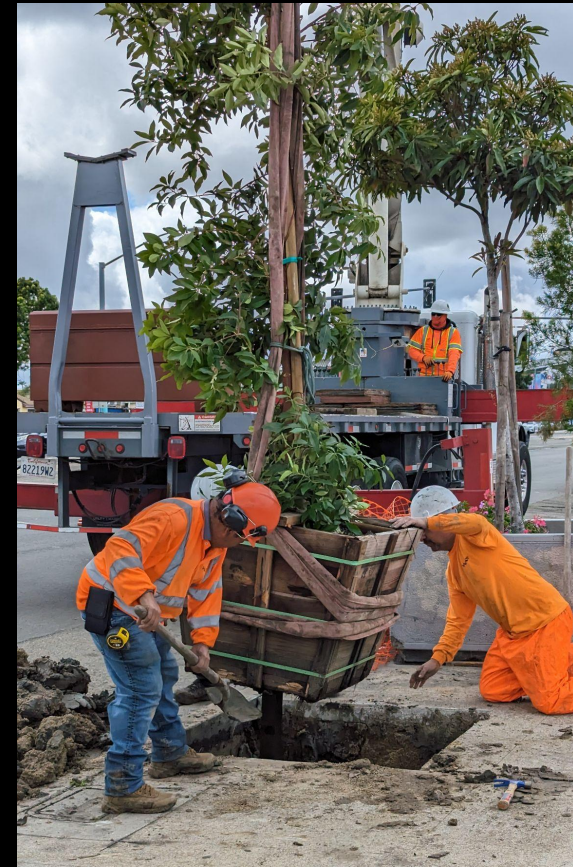
- **Landscape Maintenance Districts**
  - **Cleaning and Trash Pick up**
  - **Landscaping**
- **Power Washing**
- **Street Lights**
- **Holiday Bridge Lights**



Design

# Trees

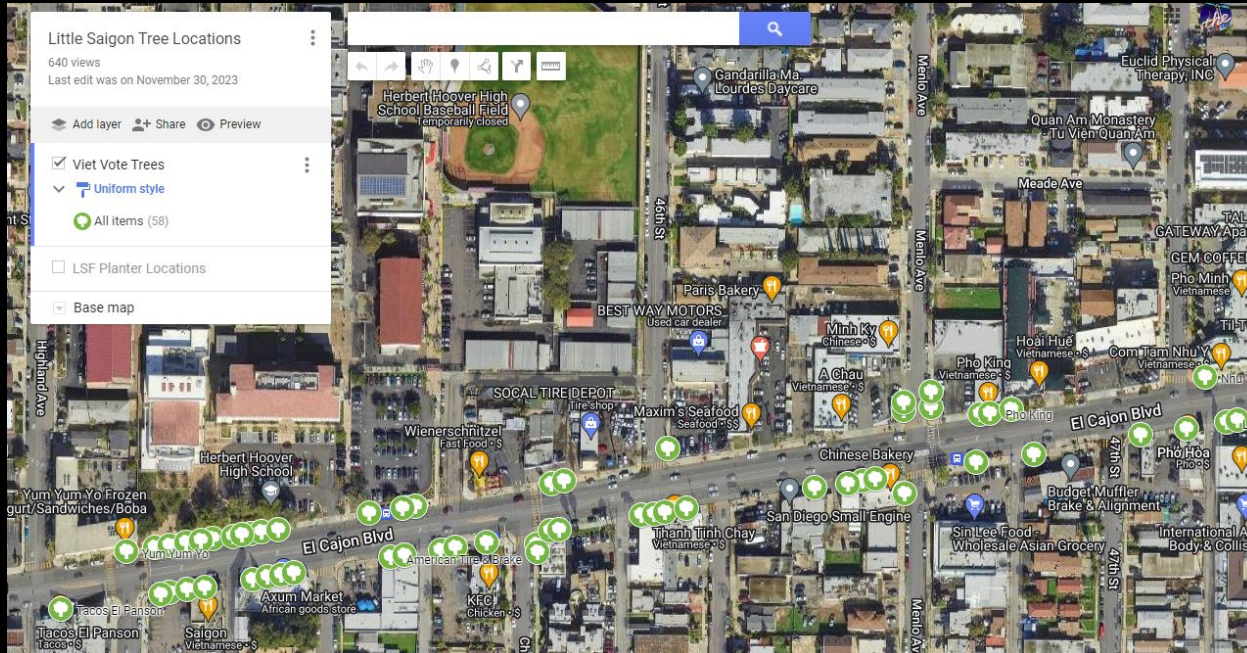
11 new large trees added in City Heights



Design

# Trees

35 New trees will be planted in Little Saigon, in partnership with Viet-Vote in 2024.





Design



SCAN TO  
COMPLETE  
THE NPMAD  
SURVEY

## 2024 Priority

# North Park MAD Reballot

**The services offered by the NPMAD (Park Blvd to 805) Engineering Report, which stipulates how funds can be spent, was written in a very restrictive way. It specifies an exact number of trees that can be planted, the number of streetlights that can be installed and which sidewalks can be steam cleaned. North Park has changed dramatically since the report was written in 1998.**

**An effort is underway to establish priorities for the future services and improvements desired by assessed property owners. The amount of services and improvements will have an impact on the property assessment to fund the special benefit services.**

Design

# 2024 Priority North Park MAD Reballot

## Possible Options

- Power Washing
- Enhanced maintenance of neighborhood parks
- Additional Trees
- District Identity/Gateway Signage/ Banners
- Exercise Equipment
- Additional Lighting
- Benches
- Homeless services
- Safety Ambassadors/Security



# Parking



## Parking Management

- Angle Parking conversions have added hundreds of new spaces in the neighborhood
- 100+ spaces are in the pipeline
- Bike racks added

# Economic Development

**The goal is to strengthen the District's existing economic base; finding ways to expand this base and meeting new opportunities; addressing infrastructure deficiencies and overseeing infill development activity and transit issues.**

**Committee Focus: Foster greater relationships with public and private entities to create projects that enhance the Boulevard, and create an improved environment for residents and businesses through continued advocacy, business development, a recruitment and retention program, and incubation strategies at our hubs.**



# Economic Development

## Fair@44



- DOJO
- Food Vending
- Economic Incubator
- Community Events
- Safe Gathering Space



# Economic Development

## Fair@44

- Trans & Nonbinary Tuesdays
- Free Lunch Wednesdays
- Mass on the Grass
- Bike Events



# Economic Development

## Business Outreach

- Access to Capital Program
- Daily Field Walks
- Two Business Walks with City Staff




# Economic Development

## Business Spotlights

- 64 Spotlights in 2023
- In-person interviews
- Shared on social media



 elcajonboulevard Today's spotlight is on regal shoe repair

📍 5239 El cajon boulevard

Have you been to regal shoe repair yet?  
First opened in 1984 by owner Ronald Fox he has a long history with the boulevard.

Ronald is one of the nicest people you will meet, he will treat you like family and make sure that your shoes come out looking as good as the day you bought them. Something that sets his shop apart from others is that not only can he repair any kind of shoe you bring him but he does it for a great price and he will have it looking better in no time.

So please come visit regal shoe repair for quality work and amazing customer service, Robert would love to help you.

🕒 9-6pm Tuesday through friday  
🕒 9-2pm Saturday

[View insights](#) [Boost post](#)

👍 🗨️ 📌





# Year in Review - 2023

## Where we're going

Development continues, bringing thousands of new residents to The Boulevard



# Economic Development



## Housing on The Boulevard

In 2023 the district broke the 10,000 unit mark!

3,000+ residential units have been added in the district since 1998, a 45% increase. Over 1,400 units have been added in just the last three years.

# Economic Development

## Recently Completed (Past 5 Yrs):

**1,149 Residential Units**  
**18 Commercial Units**  
**7 Mixed-Use Projects**  
**15 Projects Total**



## In process:

**900+ Residential Units**  
**15 Commercial Units**  
**6 Mixed-Use Projects**  
**15 Projects Total**



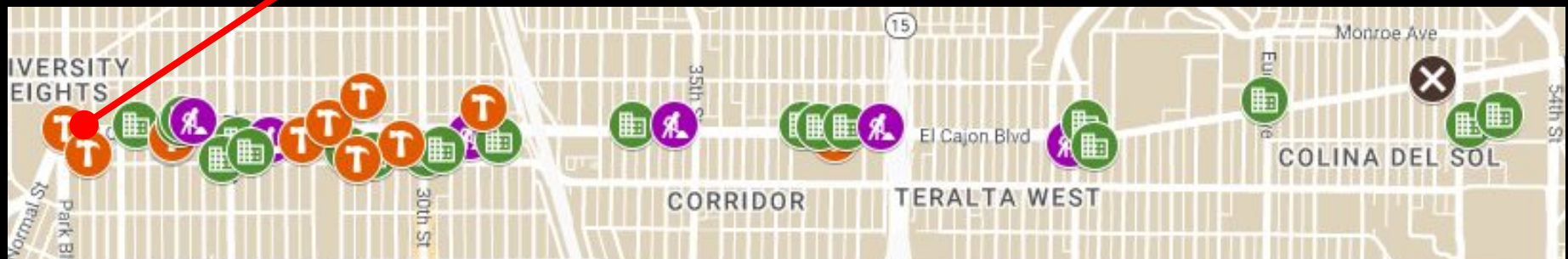
# Year in Review - 2023



**COMPLETED**

## The Winslow

- 1800 El Cajon Blvd
- 8 Stories
- 379 Residential Units
- CVS & 3,050 SF Retail/  
Restaurant space



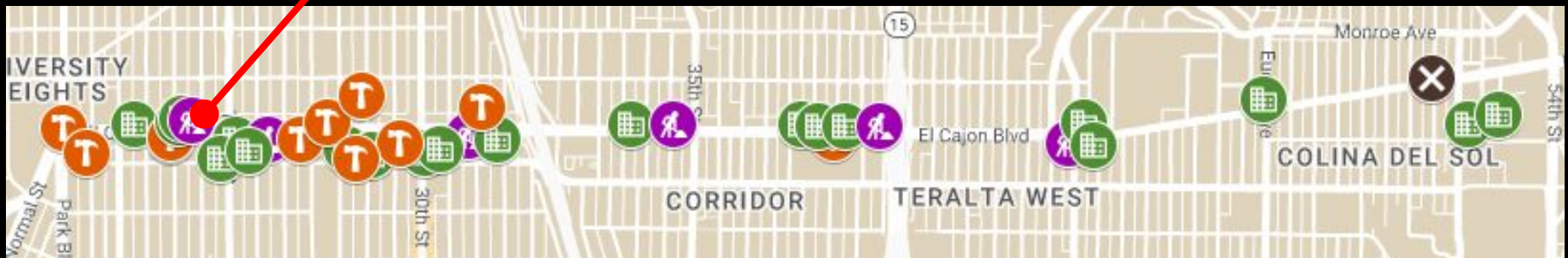
# Year in Review - 2023



**COMPLETED**

## One Mississippi

- 2149 El Cajon Blvd
- 51,000 SF
- \$12.5 Million
- 61 Residential Units
- 3 Commercial Units
- Home to Mama's Bakery

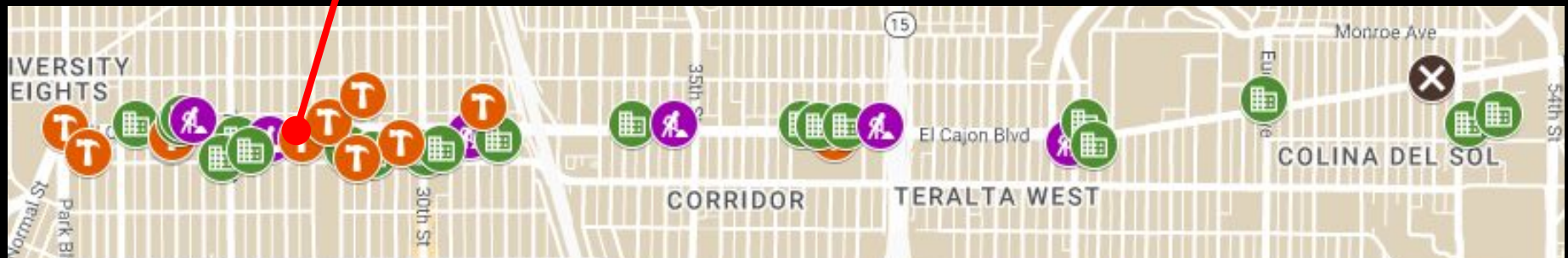


# Year in Review - 2023



## COMPLETED The Parkline

- 2629 El Cajon Blvd
- 80,000 SF, 6-story
- 91 residential Units
- 3,300 SF Commercial use on both ground and top floors



# Year in Review - 2023



**Completed**

## The Lafayette Hotel

- 77 Year Old Lafayette Hotel Reopens after 3 year remodel.
- \$31 Million Transformation



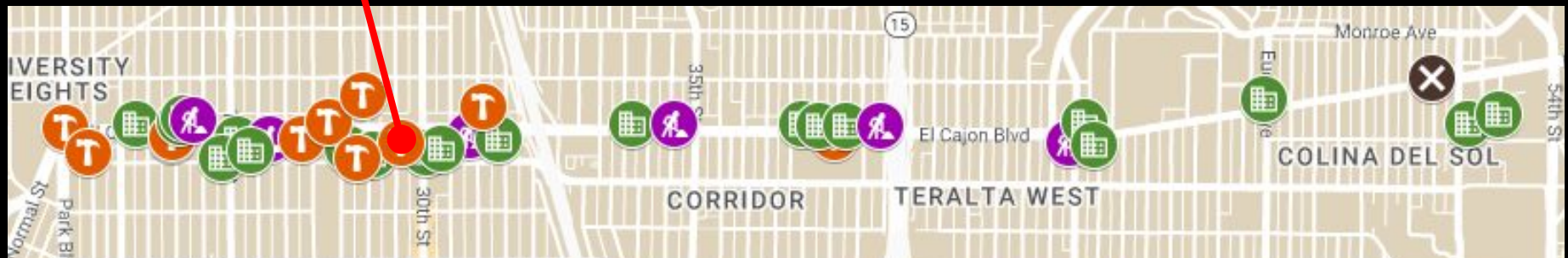
# Year in Review - 2023



Soon to be completed

## 4233 Kansas St

- 4233 Kansas St
- 39 Residential Units
- 20 market rate and 19 affordable units





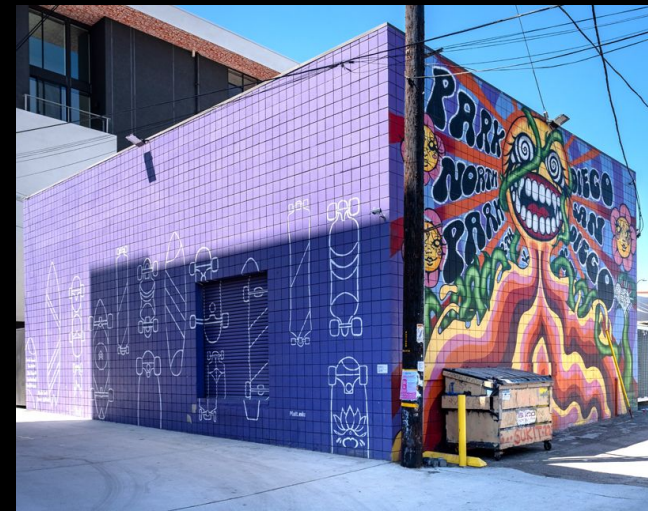
# Promotions

Promotes small business, hosts theme specific events, initiate more public art and placemaking, highlight ethnic diversity, and work in parallel with other committee goals, all to showcase and communicate positive activity on The Boulevard.

- Placemaking
  - Mural Tour
  - Signature Events
- Banners
- Business Guide



# Year in Review - 2023



**El Cajon Boulevard has an extensive collection of murals through the four mile stretch of the district. To showcase this outdoor gallery, we have developed tours centered in each of our vibrant business hubs.**



# Year in Review - 2023



The #30ECB mural gallery is now online, with future hubs coming soon.

- Interactive map
- Artist information
- Themes and background



Promotions

Signature Events

## Mardi Gras

- Annual travelling party, led by a festive New Orleans-style Euphoria Brass Band stopping at a diverse mix of local businesses.



Promotions

Signature Events

## Camino de Almas

- A Day of the Dead Celebration
- A procession leads to Fair@44 for a night of fun, food, film and mariachi



Promotions

Signature Events

## Stroll the Blvd

- Quarterly event promoting the hub of local businesses at 30ECB
- Live music, street vendors, food and fun.



Promotions

Banners

# Fair Banners

- Annual partnership with San Diego County Fair. Let's go Retro in 2024
- Highlight Businesses & Community



# Promotions

# 2024 Guide

- Boulevard Businesses
- Concierge
- Printed & Online
- Package with Banner

RESTAURANTS	
1	Fitzler Bruns Napolitano 4207 Park
2	Wing Day 1991 ECR
3	Leaving Home 1989 ECR
4	Philly Hoagies Restaurant 1985 ECR
5	Melina V Bakery & Deli 4237 ALABAMA
6	Philly Hoagies 1220 ECR
7	House of E 2223 ECR
8	General Trattoria La Marca 2223 ECR
9	Pompano Fusion 2223 ECR
10	Flavors of East Africa 2223 ECR
11	Philly Hoagies 2223 ECR
12	The Village 2511 ECR
13	Philly Hoagies 2511 ECR
14	El Tanguo Sallid Fusion 2810 ECR
15	Philly Hoagies 2810 ECR
16	Philly Hoagies 2810 ECR
17	Philly Hoagies 2810 ECR
18	Philly Hoagies 2810 ECR
19	Philly Hoagies 2810 ECR
20	Philly Hoagies 2810 ECR
21	Philly Hoagies 2810 ECR
22	Philly Hoagies 2810 ECR

BREWERIES	
45	SD Taproom 2000 ECR
46	Philly Hoagies 2000 ECR
47	SD Taproom 2000 ECR
48	The Neighborhood 2000 ECR
49	SD Taproom 2000 ECR
50	SD Taproom 2000 ECR
51	SD Taproom 2000 ECR
52	Philly Hoagies 2000 ECR

ENTERTAINMENT/BARS	
13	North Park Pub & Brewery 2103 ECR
14	Live Wire 2103 ECR
15	Live Wire 2103 ECR
16	Digital Gym Cinema 2911 ECR
17	Digital Gym Cinema 2911 ECR
18	Philly Hoagies 2911 ECR
19	Philly Hoagies 2911 ECR
20	Philly Hoagies 2911 ECR
21	Philly Hoagies 2911 ECR
22	Philly Hoagies 2911 ECR

MARKETS	
62	Avanti Market & Eat 2084 ECR
63	Philly Hoagies 2084 ECR
64	Philly Hoagies 2084 ECR
65	Philly Hoagies 2084 ECR
66	Philly Hoagies 2084 ECR
67	Philly Hoagies 2084 ECR
68	Philly Hoagies 2084 ECR
69	Philly Hoagies 2084 ECR
70	Philly Hoagies 2084 ECR
71	Philly Hoagies 2084 ECR

LITTLE SAIGON	
72	Pho Van 4333 ECR
73	Pho Van 4333 ECR
74	Pho Van 4333 ECR
75	Pho Van 4333 ECR
76	Pho Van 4333 ECR
77	Pho Van 4333 ECR
78	Pho Van 4333 ECR
79	Pho Van 4333 ECR
80	Pho Van 4333 ECR
81	Pho Van 4333 ECR
82	Pho Van 4333 ECR
83	Pho Van 4333 ECR
84	Pho Van 4333 ECR
85	Pho Van 4333 ECR
86	Pho Van 4333 ECR

SPECIALTY	
87	Al Casey Mason 4233 Park
88	Philly Hoagies 4233 Park
89	Philly Hoagies 4233 Park
90	Philly Hoagies 4233 Park
91	Philly Hoagies 4233 Park
92	Philly Hoagies 4233 Park
93	Philly Hoagies 4233 Park
94	Philly Hoagies 4233 Park
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96	Philly Hoagies 4233 Park
97	Philly Hoagies 4233 Park
98	Philly Hoagies 4233 Park
99	Philly Hoagies 4233 Park

SERVICES	
110	Ben Whitt Cop Bakery 4219 Park
111	Ben Whitt Cop Bakery 4219 Park
112	Ben Whitt Cop Bakery 4219 Park
113	Ben Whitt Cop Bakery 4219 Park
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131	Ben Whitt Cop Bakery 4219 Park
132	Ben Whitt Cop Bakery 4219 Park

## THE BOULEVARD GUIDE

### EL CAJON BOULEVARD

The El Cajon Boulevard Business Improvement Association is a non-profit organization supported by local business owners committed to improving the physical and economic conditions of El Cajon Boulevard and the surrounding Mt-City neighborhoods. Thanks to the El Cajon Boulevard Business Improvement Association, The Boulevard is being revitalized.

## CULTURAL HUBS

## HISTORIC LANDMARKS

El Cajon Boulevard  
@elcagonboulevard

TheBoulevard.org

## 2020 EL CAJON BLVD

1 & 2 BEDROOM RENTAL FLATS AND LOFTS  
@blvdnorthpark #blvdnorthpark #ebusiness  
blvdnorthpark.com

## OREGON MIXED

2821 EL CAJON BLVD

82 Homes  
3 Commercial Lofts fronting El Cajon Boulevard and 7,000 square feet of office space on the top floor

## KANSAS MODERN

4195 KANSAS ST

Small scale infill mixed-use development with 24 residential units and Moe Coffee.

## JACKWILL FLATS

4224 OHIO ST

Modern living in the heart of North Park.  
jackwillflats.com

## GEM COFFEE

Small Business

Map showing El Cajon Boulevard and surrounding streets (5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th).

Classics have been in business for over 50 years





**2023 Awards**

**Boulevard Awards  
for Outstanding  
Partnerships**



THE  
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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Gaviota Suarez**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Baltizar Hernandez**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Rebecca Sosa**  
***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Rafa Rodriguez**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Francisco Verduzo**

***TransFronteras LOUD***



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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Ivan Iza**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Diana Laura Lugo**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Mirian Meza**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Dorian Marquez**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Caroline Contreras (AHF)**

***TransFronteras LOUD***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Jose Rocha**

***Fair@44***





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***Award for Outstanding Partnership***

**Afal Al Samamarraie (IRC)**

***Fair@44***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Walter Brown**

***Fair@44***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**James Oulette**

***Fair@44***





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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Meech Mori (QT, SAY, The  
Collective Coalition)**

***Fair@44***







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EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Daniel Nagey**

***MyPoint Credit Union***





THE  
**BOULEVARD**



EL CAJON BOULEVARD BUSINESS IMPROVEMENT ASSOCIATION

***Award for Outstanding Partnership***

**Carmen Contreras**

***MyPoint Credit Union***





# Get Involved

## Meetings

- Joint Committee meetings are on the 2nd and 3rd Wednesdays of each month at 11am. Parking, Design, Economic Development & Promotions topics are covered.
- Hubs (noticed)
- Board- Third Thursday at 9am.

# 2023 Annual Meeting

VII. Public Comments

VIII. Adjournment & Social Time



