



2022 ANNUAL CORPORATE MEETING

Thursday, January 19 2023 – 5:30 PM

MINUTES

Present: ECB BIA Staff: Tootie Thomas, Alex Espejel, Sergio Oaxaca, Alana Hao, & Steve Aldana. ECB BIA Board: Jackie O'Connor, Luke Nguyen, Christine Perez, Julian Villegas, John O'Connor. Peter Osetek, Julie Tran
Attendees: Logan Mitchell, Ryan Darsey, Jason Weisz, Terry Hoskins, Ben Mendoza, Louis Marquez, Edwin Lohr, Tom Bui, Michelle, Gary Weber, Laila Goring, Viridiana quintana

I. Call to Order and Introductions/Welcome- at 5:40PM John O'Connor, President

II. Proposed Motions:

- Approval of Annual Meeting Minutes -January 21, 2021 - Jackie 1st/Christina 2nd - Approved-Unam.
- Financial Report- Year End- 2022 Jackie 1st/Peter 2nd - Approved-Unam.
- Approve MAD budget without increase in the Assessment Fees - Jackie 1st, 2nd Peter- Approved-Unam.
- Amend Bylaws with updated noticing language - Julian 1st/ Peter 2nd - Approved unam
 - We were in compliance with the bylaws with these new changes to them

III. Dates to Remember:

- Jan 23rd: FY24 Draft Bid Budget Process begins
- Feb 19th: Blvd Mardi Gras Crawl, it is so much fun and most of the money goes back to the businesses
- March 22nd: Tree Planting City Heights
- April 20th: Form 700 Due
 - We should try to aim to get our forms in early -Tootie
- April 22nd: Bike the Blvd Rasta Ride
- Fair@44 Activation: Movie Nights, Pop-Up Markets, English Classes, BIPOC, Immigrant & refugee Entrepreneur.
 - There are a few other groups who would like to put events at the Fair
 - Many seniors are using the space now that they have moved into their apartment building right behind fair

Speakers and Info Items:

Ricardo Flores: LISC

- Redlining/zoning came from racism
 - Euclid v. Ambler Apartments could be banned from single family owned neighborhoods
 - To this day we live with the repercussions of these implementations

- Creating a partnership with BID was necessary in order to help people, by using BID's it was easier for people to feel comfortable being helped
- Asking questions like how do we get people to visit our neighborhoods like Barrio Logan, City Heights, South San Diego
- Tootie brings up the important question about "How do we make sure the people who built Little Saigon stay there and become owners"
- Presenting awards to partners:
 - Kelly Quinn, Austin Galy, Adriana Taboada, John Loggins, Avital Abody, Sharon Cooney
- Starting in July businesses with 5-50 employees will have to join CAL Savers

Viridiana Quintana: From A2C to City of San Diego Small Business Support Specialists

- Keeping in mind equity is very important and working with the community you need to keep that in mind
- With her experience in A2C she was able to start her work with the City of San Diego
- Viri thanks the BLVD for all the hard work

IV. Election of Board 2021-2023 - Julian Villegas, VP and Election Chair

Full Two Year Terms 2023-25 were also elected as presented:

- Polly Gillete - Incumbent, Associate member
- Julian Villegas - Incumbent - Copley-Price FamilyYMCA - Executive Director 4300 El Cajon Blvd
- Jacquelyn o'connor - Incumbent - Associate Member
- Edward Haidar - Incumbent - Mama's Lebanese Bakery, 4237 Alabama St.
- Julie Tran - Incumbent - Goodbody Mortuary, 5027 El Cajon Blvd

Taken in attendance: John, Julie, Julie Hattler, Julian Villegas, Jackie O' Connor, Christine, Logan

Year in Review - 2022: Committee Focus - Alex

- Taking the time to invite everyone to participate in our scheduled committee meetings
- Parking & Design 2nd Wednesdays
 - The focus is to enhance & maintain the physical environment and safety of the blvd by implementing innovative and cohesive streetscape solutions
- Econ Dev. 3rd Wednesdays
 - Strengthen the districts existing economic base, fostering greater relationships with public and private entities
- Promotions - 3rd Mondays
 - Promotes small business, host theme specific events, & showcasing the community in a positive way promoting activity on the blvd

Where we're going: Recommitment to Hub Strategy, BLVD 2020 Plan

- Business Outreach was done through online channels and door to door.
- Member surveys were conducted to assess what was needed.

Design

- Landscape Maintenance Districts
 - Cleaning and trash pickup is still done twice a week

- Landscaping of the medians and tree maintenance continues
- New Trees (20) were planted this year
- New planters were installed at various locations in the district
- New benches were installed (2)
- New trash cans were added
- New streetlights in progress (10)

2023 Priority North Park MAD Reballot

Our reballoting

Economic Development: Meets on the 3rd Wednesday of every month - John

- Engage with business owners and community
- This year we will create and implement a retention plan and strategies to create new business opportunities
- The Access to Capital program continued to outreach to members and present opportunities for funding and technical assistance.
- Increased Development is happening in the district. New residents mean more customers and activity on The Boulevard.
- Recruitment and Retention
 - Activation Lots present space for incubator businesses.
- In process: 1,114 Res. Units, 15 projects total, 7 mixed-use projects

Fair 44

Is having a lot of events, the one that has truly taken off is Trans Tuesdays

Promotions

- Placemaking
 - Resource Distribution was a major focus at Fair@44.
 - Stroll The Blvd is still happening quarterly now with vendors
- Camino de Almas
- Hub Banners

Home-Based Businesses- Tootie

- 26% of our membership is home-based
- We recently mailed 243 surveys to help assess needs and engage the owners. The goal is to create partnerships between storefronts and home-based businesses.
- We need to connect with them and see what their goals are, it can be the next wave of big business.

VI. El Cajon Boulevard BIA Board Recognition: Boulevard Awards and Spotlights- John

O'Connor & Tootie

- Juli Hattler
- Erika Rodriguez
- Claudia Brizuel
- Lailia Goring
- Gaviota Suarez

Get involved: Meetings happen monthly and all are welcome

- Parking and Design - 2nd Wednesday
- Promotions and Events - 3rd Mondays
- Econ Dev - 4th Mondays
- Hubs- noticed
- Board- 3rd Thursday

Public Comment:

Latrell is looking forward to revamp Business program

XI. Adjournment: 7:40pm