



2025 ANNUAL CORPORATE MEETING

**Thursday, January 16 2025 – 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: Jesus V, Graciela Rosado, Lazaro A. Martinez, Giovanny T. Jimenez, Jacinto Suarez, Jeffrey Nguyen, Ryan Darsey, Jason Weisz, Terry Hoskins, Ben Mendoza, Louis Marquez, Gary Weber, Viridiana Quintana, Christopher Gris, Daniel Nagey, Baltazar Hernandez, Phil Gratton, Alex Frost, Carmen Contreras, Matt, Jose Verduzco, Ivan Iza, Rafael Rodriguez, Diana L. Lugo, Darian

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

II. Proposed Motions:

- Approval of Annual Meeting Minutes -January 18, 2024 - Jackie 1st/Julie 2nd - Approved-Unanimous.
- Financial Report- Year End- 2024 Peter 1st/Julie 2nd - Approved-Unanimous.
- Approval of FY26 Maintenance Assessment District - 1st Jackie/ 2nd Peter

III. Dates to Remember:

- Jan 23rd: FY2025 Draft BID Budget Process Begins
- March 2nd: BLVD Mardi Gras Crawl
- March 7th: Form 700 Due
- April 22nd: Bike the Blvd Rasta Ride at Fair@44
- Fair@44 Activation: Movie Nights, Pop-Up Markets, English Classes, BIPOC, Immigrant & refugee Entrepreneur
 - There are a few other groups who would like to host events at the Fair
 - Many seniors who have moved into their apartment building right behind the fair are now using the space.
 - Wicked showing next Tuesday, Crafts and Karaoke for QT Tuesday
 - We are the voice for the seniors living in the apartment complex behind FAIR@44
 - Torque coffee mentioned that the Coffee Passport Cards really helped businesses on the blvd and really united everyone together - Great feedback

Speakers and Info Items:

- Reminders By Viridiana: 16.85 now increased to 17.25/hour
- Small Business and Assistance Program 1:1 call to support with tentative needs

- Specific departments have their specific things they can help with
- Logan Braydis:
- Assembly Bill 1214: Prohibits parking any unmarked or marked cross walk, spread the word to the public as they begin to paint the curbs red Jan-March is only a warning
 - Car length and a half
- They are there as a guide and are available for the BLVD

IV. Election of Board 2025-2027 - Julian Villegas, VP and Election Chair

Full Two Year Terms 2025-27 were also elected as presented:

- Edward Haidar - Incumbent
- Julian Villegas- Incumbent
- Julie Tran - Incumbent -
 - Motion By Jackie to () consensus
 - Taken in attendance: Jackie, Peter, Christine, Eddie, Julie, John
 - Unanimously approved.

Shoutout to Lips for 25 years on the Boulevard - Quick celebration

Year in Review - 2024:

- ECBBIA Goals: A big thing we have got behind is finding ways to help people live on the Boulevard
- Committee focus
 - Joint Committee meetings were a new thing this year to both streamline the meeting schedule and give everyone a chance to participate in all the various committee activities. Inviting people to get involved so that we can move things forward
- Parking & Design- The focus is to enhance & maintain the physical environment and safety of The Blvd by implementing innovative and cohesive streetscape solutions. The LMD has two engineers report, 805 to park blvd only has a certain amount of trees
 - Powerwashing
 - Street Lights
 - Holiday Bridge Lights
 - 11 New Trees in 2023 and in 56 new trees in 2024, in partnership with Viet Vote
 - 2024 Priority: NP MAD Reballot
 - Parking Management: Angle Parking conversions have added hundreds of new spaces. 100+ new spaces are in the pipeline
 - Daylighting has now cut some parking spaces
- John and Tootie started encouraging everyone in the audience even members to join and be part of our meeting so that we can address all these issues with them in focus

Median Sculpture by Vicki Leon

- Solar Powered metal and glass sculptures
- Things get done quickly if we have someone putting pressure and doing the work
- Vicki leon was really honored to have her art displayed on the Boulevard
- Economic Development
 - Increasing number of development projects on the Boulevard

- A2C helping with people with access to loans and TA. Hub Walks are done weekly.
- Outreach done to 100+ businesses on everything from trees, parking and funding.

Where we're going: Recommitment to Hub Strategy

- Housing on the Boulevard
 - In 2023 the district broke 10,000 housing units
- FAIR@44
 - ECBBIA along with its partners had 100+ events in 2024. Many events like community events, free lunch, cycling, and markets.
 - Trans & Nonbinary Tuesday
 - Free Lunch Wednesdays
 - Civic Engagements
 - Music Performances .
- Boulevard Spotlights
 - 64 spotlights done for the year
- Promotion: Promotes small business, hosts theme specific events, & showcases the community in a positive way and increases activity on ECB.
 - Mural Tour
 - BLVD Guide

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, with many more planned for next year.
- New planters were installed at various locations in the district.
- New trash cans were added

Economic Development:

- Access to Capital
- Field Walks
- Technical Assistance
- Business Promotion
- Business Spotlights
 - 23 Spotlights in 2024
 - In-Person Interviews
 - Shared on social media

Tootie explained our spotlights and how we help social media wise for the businesses

Business Metrics

- **901 businesses**
- **More Housing**

Recently Completed (Past 5 years)

Excited for what we have done, many new units added

In process: 730+ Residential Units

6 Mixed-Use Projects

V. Promotions

- Placemaking
 - Signature Events: Mardi Gras traveling party
 - March 2nd
- Camino de Almas: Answer to mardi gras missing in City heights, starts in El Borrego
- Stroll the Boulevard: 30ECB and started one in Little Saigon
- Coffee Tour 2024: Successful

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

- Vicky Leon
- Elda
- Rosalinda
- Stephanie
- Jessica Talia
- Andy and Nanelle
- Elizabeth
- LS Working Group
- Bikes Del Pueblo

Get involved: Meetings happen monthly and all are welcome

- Parking and Design - 2nd Wednesday
- Joint Committee - 3rd Mondays
- Hubs- noticed
- Board- 3rd Thursday

Public Comment: Andy Newbom mentions development to know about

XI. Adjournment: 7:02pm