



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, Apr 16th, 2026 – 9 AM**

**Present:** ECB BIA Staff: Tootie Thomas, Steve Aldana, Taylor McDonald  
ECBBIA Board: Julian Villegas, Edwin Lohr (Zoom), Edward Hadar (Zoom), Andy Taylor - No quorum  
Attendees: Officer Jenny Hall, Viridiana Quintana, Jessica-Pacific Liquor, Cesar -- Rep Peters, Gustavo Bidart, Civic Communities, Carolina Goding - Assembly District 79

**I. Call to Order/Introductions/Speakers – at 9:00 AM** Introductions

- Elected Officials updates
  - Cesar -- Rep Peters
    - Still in shutdown for DHS. Sign up for the newsletter on the website.
  - Carolina Goding - Assembly District 79
    - Community recognition event in July.
  - Viridiana Q (Economic Development)
    - BID Budget update FY27 has one more step to be passed.
    - Community outreach for City budgets is going on until June.
    - The individual art fellowship program is offering grants to artists.
  - Officer Hall.
    - On the 30th of last month a person displayed a knife at Jack in the Box at Euclid.
    - Incident at the lot behind Paris Bakery.
    - A car was stolen at Sonic while the customer was in the restaurant.
    - A tree was illegally cut down in front of Seven Massage parlor. Hall is writing a report. The business/property owner will have to pay for replacement and a fine.
- Public Comment
  - None

**Action Item:**

- No quorum

**II. Proposed Motions:**

- No quorum

**III. Hubs**

- **Hubs - Scheduling Meetings**
  - Gilly's y2k night Apr 23rd 9pm
  - **30ECB**
    - Third Thursday Market: Apr 16th 5-8pm
    - Seek Beer Celebrates 4th Anniversary 13th-19th
    - C&T: Collective Sound Apr 17th 6:30pm
  - **Central**
    - De Corazon- Spring Love Art Show Sun Apr 19th 4-9pm

- **East End**
- Colombianita Opened at Pop-Up Winona

#### **IV. Committee Reports - Information Items**

##### **Committee Reports - Information Items**

- **Executive-** *John O'Connor, Chair*
- **BID Alliance** -*Jackie O'Connor*
- **Promotions-** *Tootie Thomas – Christine Perez*
  - Festival of Beers Recap - Sat April 4th - Great event with a lot of good conversations. Coincided with Mama's Bakery opening. Thanks to the Economic Development Department for getting involved to expedite the permit process.
  - Coffee & Chat w/ Taylor Wednesdays 9-12PM - Next one is at TapRoom
  - Open Mic Night - Fri Apr 17th - Starting back up this week at Pop-Up Winona. Starts at 6pm
  - Green Love Parade - Sat Apr 18th
    - Earth Week- for Earth Day celebration. Last year it was with Arbor Day but the City did not come through with tree plantings as of yet. Giveaways
  - Stroll Little Saigon - Fri May 8th- Working with Tom Bui
- **Economic Development-** *John O'Connor, Chair*
  - Access to Capital - Gustavo- Civic will continue to fund the position for ECBBIA. Civic is looking to fund smaller loans in the future. They received an award for 80 million New Market Tax Credits in which El Cajon Boulevard projects have been a big part of. Please reach out with new projects.
- **Design/Parking- Jackie O'Connor/T Thomas, Co-Chairs – Aldana, Staff**
  - Parking Meters - 805 to 37th- Meters that were installed despite low parking utilization pre-meters are now being used even less now with paid parking. The street looks desolate. We will be tracking the meter revenue.
  - Median Lighting Concepts- We are still evaluating possible solutions. A meeting will be held next Tuesday.
  - New Trees - Planting of 22 new trees is forthcoming.
  - Totem Median Sculpture- Damage has been fixed and the new planters will be ordered soon.
  - Banners- New hardware will be ordered soon and Euclid Ave Talmadge Centennial. Fair banners will be installed in mid-May.

#### **Old/New Business**

**Adjournment-** Adjourn 10:05 AM