



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, Aug 20th, 2026 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Tom Bui
ECBBIA Board: Jackie O'Connor, John O'Connor, Ray Wu, Peter Osetek, Edwin Lohr, Julie Tran, Luke Nguyen

Attendees: Officer Jenny Hall (SDPD), Jessica (Pacific Liquor), Carolina Goding, Holden Leslie (NorthPark Planning Committee), Viridiana Quintana (City of San Diego), Moana Alo (Sen. Akilah)

I. Call to Order/Introductions/Speakers – at 9:00 AM John O'Connor, President

- Introductions
- Elected Officials updates
 - Viridiana Quintana
 - Trash fee for residential properties, MAC has a trash assistance program to help pay
 - Grant program: small business support track up to \$15,000 vs community growth track
 - Data for business tracking certificates, still working on it with Steve
 - The IT team does not have a current Vietnamese language guide but will be working on getting one out
 - Tom already has one of his own out and is passing it out to the community
 - Officer Hall
 - Officer Cummings is still out and recovering
 - Officer Lopez & Hall are helping cover as much as they can
 - Distracted driving operations, focusing on distracted driving (cell phones) Aug 26th is the next operation
 - New laws on e bikes
 - Tootie asked if we could have data
 - Attempt robbery at drive-thru, transient, white male
 - 4200 Euclid shots fired, there is a known illegal gambling den there
 - Moana Alo (Akilah Weber)
 - Backpack giveaway was successful
 - High Schoolers to learn about legislator need to fill out application on Senator's website
 - Sept 1st There ought to be a law: we have opportunity to send in ideas for laws (reach out via website)
 - Jason is no longer with the office
- Public Comment-
 - none

II. Proposed Motions:

- Motion to approve minutes for July - Jackie 1st Peter 2nd, unam

III. Hubs

- **Hubs - Scheduling Meetings**
 - **30ECB -**
 - Collins & Coupe Market Aug 20th 5-8PM
 - Summer Market Cinkuni Aug 23rd 12-4pm
 - **Central -**
 - OG Poke -Coming in the near future, under construction

IV. Committee Reports - Information Items

Executive - John

- Coming to make Executive meeting become a regular again

BID Alliance- Jackie O'Connor

- Meetings land on same day as meetings, working on working to
- Having someone on the BID Alliance team

Promotions - C. Perez, Chair, Staff

- Coffee & Chat w/ Taylor
 - Regrouping and restructuring
- Pop-Up @ Winona - Events
 - Open Mic Night - Fridays
 - Free Lunch - Tuesdays
 - Colombianita Fest 8/22
 - Donations for earthquake
 - Latine Heritage Month Events
 - Mexican Tianguis
 - Loteria Night
 - Mexico Day
 - Tootie explained the origin of the Pop Ups
 - Lots that are underutilized and turn them into places for the neighborhood (CAL's)
 - Many of the lots sit vacant for a period of time and our contracts are based on that but in the mean time the spaces don't sit empty and community is built
 - Coffee & Chat restructure
 - Taking some months to restructure and hopefully have guest speakers and new topics
 - Stroll the blvd Sept 4th - 4-8PM
 - Planning for Oct/Nov

Economic Development- John O'Connor, chair

- Access to Capital - Tom Bui
 - LS Working Group and through that they brought Jenny Yang to help highlight the community thanks to Tom suggesting staying the community for the after party
 - He has seen the aftermath as more people started going to the restaurant thanks to Jenny posting on social media
 - Community spotlights
 - Starting a series about LS community
 - Get it done translation/Target Community Gap
 - 3 issues: Graffiti, homelessness, marketing/social media
 - NHU Y Summer Night Market
 - We expect 300 people to show up thanks to the organic marketing that is happening
 - Businesses need help with marketing only 4 out of 98 visited had a social media presence

- SDSU Farmers Market reached out to ask if we can connect them to the Vietnamese community in order to have Vietnamese representation on campus
- Working with a Vietnamese insurance to help businesses cut their cost on monthly insurance
- Chris Tran came to chat with us and we are planning to work together in order to help Little Saigon's small businesses and further branding the district
 - Chris informed us about grants and the influx of Asian investors coming to San Diego County, El Cajon Blvd needs to get ahead or else we will miss out on a great opportunity to grow this community

Design/Parking- *T Thomas, co-chairs – Aldana, staff*

- Parking funds priorities - meeting with the city
 - Complete pedestrian crossing at Mississippi
 - Install 8 blocks of already approved angle parking projects
 - Reduce speed limits under AB 43
 - Ped crossing between Euclid and Winona
 - Repaint faded crosswalks on El Cajon Blvd
 - Danny is looking to join forces on it
- Parking meters- 805 - 37th Utilization - Still showing extremely low utilization.
 - A memo is being written to the City with data and business feedback
 - The data is not looking good at a utilization rate of 13%
 - The revenue is only at \$9,031
- Pedestrian/Traffic Safety
 - Park/ECB Data
 - Moving forward with NPPC to help solve the issues
- Trees
 - New Plantings - 20 trees are coming
 - Didn't happen earlier this year, late planting in spring postponed
 - Illegal tree removal at 4937 ECB- no update
- Banners
 - New hardware - City process
 - MAD budget allocated \$20k
 - It will pay for replacing all the current banners east of the 805 and 25 new locations
 - Little Saigon Banner process will be working with the community
 - Boulevard Banners - SDSU & Love City Heights working on a new design for the Boulevard

Old/New Business

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Adjournment- Adjourn 10:20 AM