

**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**

**Thursday, June 16, 2016 – 9:00 am**

**Present:** Danny Fitzgerald, Polly Gillette, Edward Haidar, Andrew Holets, Cuong Nguyen, Jackie O'Connor John O'Connor, and Tootie Thomas and Staff: Beryl Forman and Roni Kleinhen

**Excused:** George Thornton

**Absent:** None

**Guests:** Ralph Dimarucut, Representative from California State Senator Marty Block; Darnisha Hunter, City of San Diego Mayor's office; and Gary Rose Weber, Weber and Associates and various others.

**Call to Order and Introductions – at 09:07 am**

**Public Comment and Representative Reports**

Ralph Dimarucut, California Senator Marty Block - 39<sup>th</sup> Senate District

- Budget was passed yesterday. Spending on education is higher than ever. Funding for homeless was included, along with gun violence. If you want a copy, please contact their office.

Darnisha Hunter, City of San Diego Mayor Kevin Faulconer's office

- Budget passed unanimously at City Council. Library hours have been extended. Funded new parks and the fixing of others.
- Illegal tree issue – Spoke with City Attorney and they are going after Clear Channel.
- New phone app – "Get it Done" – can report issues and will map location.

**Action Items**

**Approvals:**

- **Minutes** – The April 21 and May 19, 2016 board meeting minutes were approved. Motion made by John O'Connor, seconded by Nguyen. Motion approved. (abstention - two)
- **Financials** – The Balance Sheet and Profit & Loss Statement through May 31, 2016, was presented by Kleinhen. Motion made by Gillette, seconded by Jackie O'Connor. All approved.
- **Proposed Motions:**
  - **Homeless Project – City Funding**  
Approval of letter to the City of San Diego regarding the proposed homeless outreach initiative. Motion made by John O'Connor, seconded by Gillette. All approved.
  - **Georgia-Meade Bikeway**  
Motion concerning loss of parking. Letter to be sent to SANDAG with copies to Supervisor Ron Roberts and Councilmember Todd Gloria. Motion made by Gillette, seconded by John O'Connor. Motion passed.

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- **Bldv Market Manager**  
Motion to approve renewal of contract. Motion made by Gillette, seconded by Holets. All approved.
- **Bridge Deck**  
Approval of memo to District 3 regarding Hwy 15 bridge deck issues. Motion to send memo made by Gillette, seconded by Jackie O'Connor. Motion approved.
- **Lotus Design**  
Motion to approve a lotus design for the Little Saigon District pavers that was recommended by designer was presented to ECBBIA board members. Motion was made to approve this design but was suggested to run it by Little Saigon Foundation. Motion made by Gillette, seconded by Holets. Motion approved.

### Community Reports

#### BID Council

- Kleinhen reported that Jim Schneider from College Area Business District is the new president.
- Ocean Beach is having a special pier event over the holiday. They were able to create a special USPS stamp for the day.
- Discussion was held on the special events fees and the newly-added terrorism fee required by the City.

#### Chamber of Commerce

- Weber reported that they are trying to convert committees to small business forums.
- Fitzgerald and John O'Connor will sign up for emails regarding membership and meetings.

### Committee Reports

#### Executive – Report by Thomas

- **Illegal tree trimming meeting** – The meeting with Adams Avenue Business Association was cancelled. Kleinhen to call AABA and let them know about the Mayor's report (see above).
- **Project ideas/budgets for each committee for FY'17** - Thomas announced that each subcommittee should add project budgets to their next agenda.

*Nguyen left meeting (10:20am)*

#### Organization/Budget - Report by O'Connor

- **Board Handbook** - Kleinhen reported that the board handbook was emailed to current board members and there are a few hard copies to take.

#### Promotions – Report by Gillette/Forman

- **Boulevard Market** – Blvd Market is tomorrow. Japanese Friendship Garden will have a booth.
- **Parklet music series** – There have been two Sunday events, with two to go. The business owners reported that sales went up during the event.
- **Media Arts movie series** – The Media Arts Center will be hosting movies this summer on the PopUp 15 lot. This will happen for three Fridays in July.
- **Website** – It was decided that we would proceed with Oddlot Creative. Their bid came in at \$2,000 and will be paid for with technical assistance grant funding.
- **Take Back the Alley projects** – Hoping to bring in more partners.

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### Committee Reports *(continued)*

#### **Economic Development** - *Report by John O'Connor*

- **Pop Up 15 (vacant lot) - Update** - Waiting to hear from Council District 9 on the Rock Church lease. Keegan O'Neill, a landscape architect graduate student who previously worked for the International Rescue Committee (IRC), is going to work with us on the lot design.
- **Open Air Market – incubator project – YMCA adjacent** – Follow up meeting is happening tomorrow. Hoping for a soft opening in September.
- **Recruitment and retention presentation** – A subcommittee has met and is working on developing a program focused on the hubs and technical assistance.

*Haidar left meeting (10:33am)*

#### **Design/Parking** - *Report by Thomas*

- **SANDAG – Georgia-Meade Bikeway Project – open house report** – Weber and Aldana attended the community open house event. Weber said SANDAG seems to be avoiding public input with their chosen format.
- **North Park Historical Society – Historic Highway 80 presentation** – Aldana attended the presentation meeting. Need to follow up on report of presentation.
- **Complete Boulevard** – Community meeting last October did not go over well, so the City received additional funding to for another meeting/workshop.

### **Old Business**

- Vickie Granowitz, Chair of the North Park Planning Committee gave a North Park Community Plan update yesterday. Environmental analysis report (EIR) is 300 pages long. Suggestion to meet with Granowitz and community chair to get briefing.

### **Announcements**

- Freshly Faded barber shop is having a discussion on guns this Saturday at noon.
- New winery at Texas Street, Negotiant Winery, is having a benefit on Sunday for the Orlando victims.
- The Reader did an article on the O'Connor building façade. Still plan to open the school on time.
- Copley-Price YMCA along with City Heights CDC is having a fitness triathlon fundraiser. This will be the first one on the Boulevard.

**Meeting moved to adjourn at 10:58 a.m.** (Gillette/John O'Connor)