

**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, July 21, 2016 – 9:00 am**

Present: Polly Gillette, Edward Haidar, Andrew Holets, Cuong Nguyen, Jackie O'Connor John O'Connor, Tootie Thomas and George Thornton; and Staff: Steve Aldana, Beryl Forman and Roni Kleinhen

Excused: Danny Fitzgerald

Absent: None

Guests: Jason Weisz, Representative from Assembly Speaker Emeritus Toni Atkins, 78th Senate District; Jennifer Hall, SDPD Community Relations Office; Vicki Granowitz, Chair of North Park Planning Committee; Gary Rose Weber, Weber and Associates and various others.

Call to Order and Introductions – at 09:08 am

Public Comment and Representative Reports

CRO Jennifer Hall, Mid City Division of the San Diego Police Department

- There was a protest on El Cajon Boulevard last Friday. There were no arrests or property damage, but they did enter the SR15 briefly.
- A sketch and description of a man who assaulted a woman in an alley near 30th St and El Cajon Blvd was distributed.
- There was a robbery at the Am-PM gas station on the west end. The suspect left on a b

Jason Weisz, Representative from Assembly Speaker Toni Atkins – 78th District

- The State budget passed and includes increased education funding and reserves.
- Legislative recess is over in August and then there is one month to pass bills, including two on human trafficking.

Action Items

Approvals:

- **Minutes** – June 16, 2016 board meeting minutes were approved. Motion made by Gillette, seconded by John O'Connor. Motion approved. (Abstention - GT)
- **Financials** – The Balance Sheet and Profit & Loss Statement through June 30, 2016. Motion made by Jackie O'Connor, seconded by Gillette. All approved.
- **Proposed Motions:**
 - **County of San Diego – FY'17 Grant**
Proposed motion: Motion to apply for a \$20,000 Neighborhood Reinvestment Grant for FY'17 to support PopUp 15 and Fair @ 44. Motion made by Gillette, seconded by George Thornton. All approved.

ECBID – Board of Directors Meeting Minutes – July 21, 2016

- **City of San Diego – FY'17 Grant**
Proposed motion: Motion to apply for a Community Projects, Program & Services (CPPS) Grant through District 9 for FY'17 for \$5,000 for Pop Up 15. Motion made by Gillette, seconded by Holets. Motion approved.
- **Land Use Consultant**
Proposed motion: Motion for amendment to current contract to add \$4,500. Motion made by Jackie O'Connor, seconded by Gillette. Motion passed.

Community Reports

BID Council

- Kleinhen reported that Jim Schneider from College Area Business District is the new president.

Chamber of Commerce

- Weber reported that the chamber looked at the Uptown Plan.

Committee Reports

Executive – Report by Thomas

- **Illegal tree trimming meeting** – There was a meeting with the Adams Avenue Business Association and their attorney about a possible lawsuit against Clear Channel.
- **Project ideas/budgets for each committee for FY'17** - Thomas announced that each subcommittee should add project budgets to their next agenda.

Organization/Budget - Report by Jackie O'Connor

- Dark in July

Promotions – Report by Gillette/Forman

- **Boulevard Market** – Blvd Market was last Friday during SD Pride. The numbers aren't in yet in regards to profits.
- **Parklet music series** –The business owners reported that sales went up during the event.
- **Media Arts movie series** – The Media Arts Center hosted the first of three movies at the PopUp 15 lot. KPBS reported on the project.
- **Website** – Work is progressing on the new site.
- **Future Plans and Events** – Placemaking efforts are happening on two lots. We are working with the City on establishing a permit process for these efforts.

Economic Development - Report by John O'Connor

- **North Park Community Plan**- Vickie Granowitz expressed discontent with the current state of the plan. The EIR analysis is outdated and does not include impacts on the City's Climate Action Plan.
- **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.
 - **Bikes Del Pueblo**- The organization will be using the lot for bike workshops and will be contracting with BIA to do a pilot bike valet program.
 - **ULI**- Next Steps - No update
- **Fair at 44**- The weekly food market will be beginning in October. Efforts are underway to hire a market manager and sign up vendors.

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- **Recruitment and Retention Strategy-** A program tailored to The Boulevard is being developed internally.

Design/Parking - Report by Thomas

- **SANDAG – Georgia-Meade Bikeway Project – open house report –** SANDAG will be moving into the final design phase with the community's feedback taken into consideration. Construction is scheduled for 2017, with a 2018 opening.
- **Complete Boulevard –** Next Monday is another meeting/workshop.
- **Little Saigon Greenway Project –** Pavers will be installed in the coming months.
- **Bench Locations- North Park MAD-** Four benches are available in the North Park area to businesses who want them.

Old Business

- Attorney Bill Sauls will be attending a future Executive Committee meeting to discuss bylaws.

Announcements

- August Board meeting will be dark.

Meeting moved to adjourn at 10:15 a.m. (Gillette)