

EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, October 17, 2017 – 9:00 am

Present: President M. Tootie Thomas, Polly Gillette, Jackie O'Connor, John O'Connor, Sher Cox, David Chan, Ralph Enriquez, Danny Fitzgerald, Julie Chan, Edward Haidar, and Staff: Steve Aldana, Beryl Forman
Excused/Absent: Julian Villegas

I. Call to Order and Introductions – at 09:10 AM

Public Comment and Representative Reports

- **Tyler Renner** - Representative City Council District 3 Ward North Park and University Hts.Homelessness #1 due to Hep A outbreak, Campsite at City Yard- 3 new facilities opening before year end. To include East Village, Sports Arena, Barrio Logan. Vacation Rental item on agenda for CC next week.

II. Action Items

- Nov. 16th Board retreat Possible Nov. 16
- Meeting with SDFOG Back in lawsuit. City's motion to consolidate Nov. 9. Final trial date February 2018.
- Interviews for Americorps staff A2C

Proposed Motions

- Minutes Sept. PG 1st., JKO 2nd Unanimous Approved
- September Financials PG 1st., JO 2nd Unanimous Approved
- Popup 15 Terms JO1st., PG 2nd Unanimous Approved
- 3 Month Brenna Churma consulting contract 10 hrs a week Americorp transition and hub activation PG 1st., JKO 2nd Unanimous Approved
- Promotions Budget PG 1st., DC 2nd Unanimous Approved
- RFP Survey Letter John O'connor explains where process is currently PG 1st., JO 2nd Unanimous Approved

III. Community Reports

Hubs:

- BLVD West - Banners hung SDCCU. Bus stop at Louisiana changed. Exotic Gardens pushed back look see.
- 30ECB- Kansas St. Crossing approved just no funding. 2 stage pedestrian signal,"unfunded needs list", Tootie questions using Parking money to help initiate project.
- Little Saigon Moon Festival held at Hoover- a success. Banners have been installed. LMD projects- Pavers, Trees, Trash cans have also been installed.
- Blvd. East - Speed Indicator- MCCPD could purchase and donate to Midcity PD division will ask city to adjust budget to allow for purchase.

- **BID Alliance** - Jackie O'connor, Working on Banner code. Asking for area map and specific addresses for the city. Placemaking ordinance - Questions about how fair to BIDs.Planning group to have say in proposed projects.

IV. Committee Reports

Executive

T Thomas, chair

- Bookkeeper Office Admin Jeff Domsalski reports \$1350 up for the month, Parking up to date, SBEP amount came through, Last year's \$7400 difference in reimbursements still in flux working with city staff to resolve. Working on a dashboard to increase understanding and expediency.
- Board retreat idea proposed and ideas requested on speakers and venue.
- Rethink Newsletter- Goal to make it more dynamic and more ED focused as a tool.
- FY17 Audit in process
- **Financial/Budget- Ad Hoc** *Jacquelyn O'Connor, co-chair*- Idea floated about changing Gateway to 501c3 pros and cons, history discussed. Next meeting Nov. 6

Promotions

P Gillette co-chair – Forman, staff

- Blvd Market- Friday 10/18 Wine and seafood 8 urban wineries
- NEA grant Media arts center and Aja project in collaboration with the ECBBIA leading discussion and format for mobile Little Saigon museum.
- Reminder the goal is 1 monthly Press release from each committee.
- Blvd. Guide needs 1 more sponsor to go to print.

Economic Development

John O'Connor, chair - Forman, staff

- LK Fashion Event to celebrate Kiva Loan Success District 9 Rep Gomez in attendance. Many speakers and students.
- Oct. 16 ECB/ ULI Developers Tour 2.0 major success double the attendance, schedule wrap up meeting and way to tell the story.
- Chamber of Commerce - *Danny Fitzgerald*- report on 11th amendment to allow less \$ for permitting "granny flat" and new proposal to increase stock of housing units through doubling density.

Design/Parking

P Gillette/T Thomas, co-chairs – Aldana, staff

- 8 new trees planted in Little Saigon district
- LS Projects update - Trash cans need cleaning regular schedule, greenway pavers look amazing, move forward with stenciling project. Menlo design crosswalks reached out to long beach for research on how to and co\$. Utility boxes waiting on RFP
- 30th Street Bike Accommodation Study- finalize consultants presentation to business owners as first round hosted by the BIDS along 30th and ECB.
- D9 CPPS Mural project moving forward

V. Old Business

VI. Announcements/Meeting moved to adjourn by PG at 10:26 AM