

EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, April 20, 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, Julian Villegas, Julie Chan, Cuong Nguyen, Zane Mumford, and Staff: Steve Aldana, Beryl Forman, Brenna Churma

Excused/Absent: Edward Haidar

Call to Order and Introductions – at 09:06 am

Public Comment and Representative Reports

- **Council District 3 Chloe-** Councilmember Ward working on Homeless issue memo. Budget Process going through the Mayor's Proposal and announcing May 15, public input. 67 Million dollar deficit. NPCA meeting on homeless issue at the Lafayette hotel on April 26th at 6 PM. Coffee with Council Member Ward at Halcyon. Earth Day booth.
- **Bikes Del Pueblo-** Vi reported a lot of new users 5-10 people per day with Bike repairs. Bike Clinic sign up sheet.
- **Jeff- City Attorney's Office,** Law Day April 29th legal services. Question from Tootie Thomas on update of Clear Channel having to pay 13K for illegally trimming tree, one time measure or future deterrent?
- **Jason Weitz-** Budget preparation and Earth day.
- **Officer Hall-** DEA drug take back day April 29 10-2 Mid-city Station.

Action Items

Approvals:

- Motion made to have John O'connor and Danny Fitzgerald to serve on Technical Advisory Committee on Code updates Jackie'Connor made the motion and Polly Gillette 2nd - Unanimous.
- Recommend that Ralph Enriquez will serve as Liaison to NHPC JaO 1st, PG 2nd - Unanimous.
- Recommendation to Committees to make recommendations for '17-'18 Calendar of events DF1st PG 2nd -Unanimous.
- Approval of Financial adhoc to Start May 1st with Julian Villegas as Chair and JAckie O'connor as Vice Chair. PG 1st RE 2nd. -Unanimous.

Proposed Motions

- Approval of February Board of Directors Meeting Minutes. PG 1st JO 2nd- Unanimous in favor.
- Approval of February Financials. JO 1st PG 2nd- Unanimous in favor.

- Election of Officers- recommendation made of slate of Officers into nomination. Tootie Thomas, President, Polly Gillette Vice President, John O'connor Treasurer, Coung Nguyen Treasurer for the term of 1 year as called out in ECBBIA By-laws Article 6 Section 2 JaO 1st ZM 2nd -Unanimous.
- NPMAD- Motion to endorse the NPMAD being adopted as a sub-committee of the NPPC. Peter Hill President of the NPMAD talked about the move and Tootie Thomas described how the Exec committee of the ECBBIA came to making this recommendation. Exec said concerns had been addressed. JaO asked about re balloting, Peter Hill affirmed that was the direction. PG 1st, JO 2nd - Unanimous.
- MCCPD Budget Motion to accept MCCPD Budget - FY'18 PG 1st, CN 2nd - Unanimous.
- Kiva Endorsement- Motion to become a Trustee for BIA recommended businesses seeking a new crowd funding loan as part of the Access to Capital program JO 1st, PG 2nd Discussion -Lisc is matching funds that applicant crowd funds through friends and family. Zero interest. New product to San Diego. Recommended that Committee have benchmarks. JV advised against it and recommendation made by TT that Financial adhoc take up the creation of requirements needed for endorsement. -11Yes 1 Abstention (JV)

Hubs:

- BLVD West (Texas)- MTS Bus Stop in front of Bark Blvd, MTS turned down request to move bus stop riddled with crime to more open well lit and accessible to seniors 30ft. East in front of Mcdonalds on Greenway or to combine with BRT stop on the next block. Tootie committed to organize and presson Chloe from D3 offered to help. Chloe asked for CPPS as soon as possible.
- 30ECB- Kansas St. Crossing D# Chloe is working with traffic Staff.
- Little Saigon- Working on events and LMAD improvements. Meeting set with LSF to coordinate.
- BLVD East - College Gateway - New Hub formed with 1st meeting attended by 6 Business owners Concerns Lighting in the area, Parking, and Speed on ECB.

BID Council - *Jackie O'connor*, ADA lawsuits happening again. 90 day leeway after complaint, to fix and remedy.

Chamber of Commerce - *Danny Fitzgerald*- Big picture issues. Land use and infrastructure. Will forward any info or issues to be discussed at Chamber.

Committee Reports

Executive

T Thomas, chair

- Invoice and Sponsorship month April
- Meeting with Marti on D(CPPS
- Marti Emerald Appreciation event

Promotions

P Gillette/ Zane Mumford

- Blvd Market- This Friday April 21st 3 month plan to weekly
- May Take Back the Alley Month
- Festival of Beers April 22, ECBBIA given a booth to promote staffed by Charlie Moore and Brenna Churma.
- Summer Parade
- YMCA Placemaking Event- Offering volunteer hours Project TBD.

- Media Arts Center Grant
- Tourism Board Partnership

Economic Development *John O'Connor, chair*

- PopUp15 (vacant lot):
 - Long-term development RFP East and West Lots
 - BDC formation
- Fair @ 44- Update
 - Long-term Development - 'Civic Moment' USD/ Price/ Civic Partnership Community/Education on front and Housing on back side of lot.
 - Saturday Market and City Lights Dancing To start in June. Need a plan before moving forward. Takeon partnering with CH Dance Studio.
- New Development Projects
- Civic San Diego- ATC- update on Businesses in pipeline to receive funding.
- WIFI opportunity Project to bring more street lights to area and new poles.
- Accion Opportunity- Tootie and Brenna went to Business Academy graduation. Lots of good stories and potential recruitment opportunities. Encourage more ECBBIA participation.
- City Business walk - Daichi Panteleon April 26th 2-5 meet at the Fair@44 need volunteers to outreach through survey. Results to BIA and appropriate departments.

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

- Complete Boulevard
- Little Saigon Greenway project update
 - Pavers are in and look great expands sidewalk.
 - Trash Cans provided by LSF and LMAD to install, waiting on Glen.
 - Architect/High tech high future projects partnerships
 - Banners proposed with historical theme from old country. Sizes in question.
 - Mural projects - CPPS 5 murals at Menlo intersection to brand LS through art.
- NPLMD- Walk, Wishes, Lighting, Wayfinding to be installed in couple months.
- 30th Street Bike Accommodation Study survey results to be provided to BIA.
- EATSD Planter and Landscape POPUP15

Announcements/ Meeting moved to adjourn at 10:58 a.m. PG