



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, May 17, 2018 – 9:00 am

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

Call to Order and Introductions – at 09:10 AM

Public Comment and Representative Reports

- Liberate Fitness opened and introducing themselves. Mind Body wellness and community benefit aspect - Sunday donation to the homeless
- Jason Weitz rep for Senator Toni Atkins June 1 move all bills forward, Budget moves forward emphasis on Education, Planning for natural disasters.

II. Action Items

- BLVD 20/20- Committees to add to Agenda and scope Ralph to coordinate
- CDC Bia Partnership, Meeting with Erik, Lisc Contract Firm up agreement

Proposed Motions

- Minutes April. PG 1st., JOC 2nd Unanimous Approved
- FY18 Officers Elections - 2nd VP Nomination JOC1 PG2 Discussion 2nd VP into question. TT requests issue is weighed out and moved forward through Adhoc before next year's election. Danny agrees 2 VPs good for Organization. Ralph nominates himself for VP position Bob Leif 2nd. President calls for vote Incumbent slate re-elected. Tootie Thomas FY19 President, Polly Gillette FY19 VP, John O'Connor FY 19 Secretary, Cuong Nguyen FY19 Treasurer. Board thanks Ralph for leadership and interest.

III. Community Reports

Hubs:

- BLVD West - Tyler Renner meets with Bus. owners and hub members attend budget meetings
 - Headstart 750K-800K Budget hearing 170K 3 year build
- 30ECB- May 8 meeting mostly new businesses
- Little Saigon Meeting Tuesday 5/22 Mobile museum, placemaking efforts and mural grants. Need for more capital and Storefront improvements in the Area. Ralph says he knows Artist.
- Work with known mosaic artist on tiled prototype for planters
- Blvd. East - Working with businesses and midcity command on crime. Major Alley clean up with Talmadge patrol and Hoover kids Jun 2nd Su Pan donating breakfast. ECBBIA works with Urban core to clean graffiti, private property owners responsibility. Offer free paint? Use Get It Done app. Owners and public recommend to take pictures for future convictions. Change in Parking in the rea to combat loitering and nefarious activity. Green zone 15. Yogi from hourly motel not supportive. 3 arrests made in the area. Danny intouch with owner at 4904 trouble property.

- **BID Alliance** - Jackie O'Connor, Lots of equipment for special events, new procedure for use coming. Budget for placemaking and BID passed

IV. Committee Reports

Executive

T Thomas, chair

- Bookkeeper Office Admin Jeff Domsalski Absent for Hospital, 2T interviewing admin from Old Town, perhaps temporary.
- Adhoc didnt meet
- BID budget passed
- Saving \$700/yr as we move from old insurance to Nova with higher coverage.

Promotions

P Gillette – Forman, staff

- High Tech High wrap up
- Placemaking with High Tech High Fair@44 Community Reinvestment, CA B&T interested
- Flashlight schedule
- Vegan Food Market 1st friday in July 7/6
- Street food Cinema June 2, The Greatest Showman
- Banners, Looking to design a generic whole BLVD. installation to swap out
- Video Spotlights Shooting today with 12 Businesses to run weekly on social media with Vinnie who is putting together preview spot for SFC
- Banners "Welcome to The Boulevard" banner for entire length.

Economic Development

John O'Connor, chair - Forman, staff

- Town hall with Todd Gloria Saturday June 9th planned to inform BLVD 20/20 plan
 - Housing you matters partnership
 - Community benefit and input
- Marketing push Mixte 2nd quarter to tie in with town hall and ULI walk
- Erik Tilkmeir from CHCDC offers Small business grants
- CHCDC/wakeland is moving forward with real estate assets 100% affordable with mix use
- Lili from LK Fashion moving forward for funding from Mission Driven Finance
- ATC- Amelia Cary Loan celebration June 11 Heart and trotter home brewer soon.Soul Flow and JunesShine opening in coming days. Amelia working on template to train upcoming Americor
- Chamber talk about Qualcomm and how it relates to housing
- PopUP 15 2T led clean up with ROck partners of lot and to create more parking

Design/Parking

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

- Little Saigon Project Update
 - Murals 1 more by June 1st, Mideast market wants to see down payment.
 - Wayfinding Kiosk
 - Planters Vicki Leon to lead Community tile installation on LS
- Parking Alternatives and swag
 - Angled Parking Roll out 270 spaces created
 - Meeting with Bike Share Companies OFO very responsive and will follow up with marketing coordinator. Also Bus Bike Partnership Stret food cinema booth encourage riders, Pride Ride - talk to Fenton. SDSU

- Bike Accommodation Study- Business to Client Survey ready to roll
- Encourage multi-modal transportation.
- Parking Inventory

V. Old Business

VI. Announcements/Meeting moved to adjourn by PG at 11:25 AM