



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, Nov. 15th, 2018 – 9:00 am

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

Call to Order and Introductions – at 9:11 AM

I. Public Comment and Representative Reports

II. Action Items

- BLVD 20/20 Committee Meeting prior to Town Hall 2
- Holiday appreciation party planning. Early Dec. Red Fox Room, Broadstone, Lips, Pomegranate
- Annual Meeting- Call for Nominations to Board contact Tootie or Office.

Proposed Motions

- Motion to Approve Board Meeting Minutes - Oct. 2018 Polly Gillette motioned, Bob Leif 2nd No Discussion Motion passes Unanimously
- Motion to approve Financials - Oct. 2018 Polly Gillette motioned, Jackie O'Connor 2nd No Discussion Motion passes Unanimously
- Motion to approve Transit Grant Proposal John O'Connor motioned, Polly Gilete 2nd Discussion: Grant would allow and fund a delve into tactical urbanism and traffic safety with education process for city staff and engineers, leading up to a temp pilot bus lane, crosswalks and pedestrian street amenities. Motion passes Unanimously

III. Community Reports

Hubs:

- Hubs - Tootie talks up Get it Done App continues to help. More hub businesses should download and use. Delay on CPPS reported, Small business Saturday Tools are in via Brenna, and Dojo Cafe participating at the Fair@44.
 - BLVD West No update
 - 30ECB- Sip and Shop: Friday Nov. 30 Planned for area with collaboration of businesses. X walks at Kansas delayed and waiting implementation in 2021
 - Little Saigon- Blvd. LS committee meeting continues with robust and interested group. Chairman is Michael Chan. Discussed items upcoming NEA grant for Little Saigon Stories and opening in January. Reached out again to invite LSF Chair Su Nguyen
 - BLVD East- Monday cleanups started by Talmadge patrol at 50th street 9AM weekly. Great resource and partners., Meeting with D9 discussed and needed to adress crime and bringing together strong business group and city heights/Talmadge residents.
- BID Alliance *Jacquelyn O'Connor, Rep*

IV. Committee Reports

Executive

T Thomas, chair

- Bookkeeper Office Jeff Domzalski Financial report.
- Policy and Procedure Adhoc reconvene to tackle operational policy Chair Julian Villegas and Jackie O'Connor.

Promotions

P Gillette – Forman, staff

- Fair @44 Programming: Street Food Fridays faltering low attendance and low vendor show up even after confirming. Tootie asks why? Answer is amount for space has dropped and no deposit collected., Salsa Sabado on hold for winter, First Friday Tootie reports is busy and Bar is doing well with little investment of time or money.
- Video Spotlights- Schedule update and success. Vinnie has taken a new direction. Remains a valued partner and friend of the BLVD.
- Bridget Shortfuse working overtime and putting out great press releases for BLVD. 20/20 and Town hall. Bridgette also creating event page for Town Hall. Request made for 6 BLVD. Notable business stories about longevity, diversity, and human interest.
- Alternate Banners pitched to SDSU class will receive soon and be able to present.

Economic Development

John O'Connor, chair - Forman, staff

- John reports that little movement on Andrew Malik Neighborhood Infill, and that some friends have reported acquisition of BLVD. 15 bridgedeck west parcel for development and his involvement. Will continue to keep us informed of developments and any conflicts. Tootie weighs in that none are foreseen.
- Announced Boulevard 20/20 Town Hall Mobility- Dec. 4th Rock 530-8 PM working on speakers list and invites.
- Small Business CDC Loans closed out first 1/2, Looking to schedule event for businesses owners that are interested.
- Access to Capital and Opportunity Thank you to Civic funding with this we will be able to hire a BLVD. A2C rep and hopefully Vietnamese speaking in order to continue outreach, community organization and business recruitment retention, ownership and Overlay zone.
- Chamber membership due. Tootie speaks out about cancelling. Perhaps ULI is a better resource and partner.

Design/Parking

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

- Little Saigon Project Update
 - Trash cans-LSF Still waiting on word from Su
 - Planters at Menlo we look at replacement possibilities.
- Holiday Lights Scheduled to be lit week of TG. Picture and Press release to Shortfuse and response was not good but tried to relay the importance on program since early days and community response to the installation every Holiday.
- 15 Bridgedeck Lease and tenants still explored we reached out for comment but none yet.
Blade sign repairs and reconditioning under way. Funds come from LMAD. Budgeted for in FY18 and PO created.
- FY20 LMD Budget presented by Parks and rec staff. Possibility of moving moneys in reserve to general budget. Community and Business members looking North Park LMD expanded services.

V. Old Business

VI. Announcements/Meeting moved to adjourn by PG at 10:47