



**Board of Directors Meeting**  
**Thursday, November 18, 2021**  
**9:00AM**

[www.TheBoulevard.org](http://www.TheBoulevard.org)

Meeting hosted in person at 3727 El Cajon Blvd. or  
Zoom <https://us06web.zoom.us/j/81961065896>

**AGENDA**

**BIA Mission:**

The El Cajon Boulevard Business Improvement Association is an association of local businesses committed to improving the physical and economic conditions along the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City, San Diego.

- I. Call to Order/Introductions/Speakers – John O’connor - President**
- Introductions
  - Public Comment (*limit to 3 minutes comment*)
  - Dates
    - Nov. 28: Holiday Market Fair Pig Roast
    - Dec. 1: Holiday Bridgelighting 5PM 805 and SR-15
    - Dec. 3: Stroll The BLVD.
- II. Proposed Motions:**
- Motion to approve Financials- September. 2021
  - Motion to approve Minutes - October 2021
  - 2023 MAD Budget Approval
- III. Action Items**
- Bylaws and Handbook review
    - Highlights
  - Bylaw Language Inclusivity and Diversity
  - Annual meeting January 20, 2022
    - Board Nominations
    - Format
    - Honoring Partnerships
    - Highlighting Home-based businesses
- IV. Hubs - Scheduling Hub Meetings**
- Hub meetings
  - Parklets
  - Community Clean-up: Friends on 50th Wednesdays 8AM
  - Survey’s
    - MAD
    - Little Saigon Placemaking and Transportation
    - BID

## **V. Committee Reports - Information Items**

### **Executive-** *John O'connor, Chair*

- FY22 Budget and Bylaws
- Staff Info
  - Holiday dates
  - DOR Student Interns
- New Grant Budgets

### **BID Alliance** *-Jackie O'Connor*

### **Promotions-** *P Gillette – Staff*

- Fair@44 Activities
- New Banners -County Grant, LS, IRC
- Spotlights, Flashlights
- Holiday Markets
- Camino de Almas success

### **Economic Development-** *John O'Connor, Chair - Staff*

- Access to Capital -Ayano
- LISC opportunity Immigrant and Refugee biz
- Home-based Business Outreach
- The Blvd. is HIRING
- Development 2021- review, outreach
- Small Space leases

### **Design/Parking-** *P Gillette/T Thomas, Co-Chairs – Aldana, Staff*

- Powerwashing Schedule
- Parking Management
  - Angle Parking Projects
  - New Meters
- Permanent Bus Lane/Expansion: Community outreach
- Crosswalks Safety and Branding
- Median Outlets Plan: Discussion

## **Old Business/ New Business**

## **Adjournment**