



**Board of Directors Meeting  
Thursday, December 16, 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
  - Elected Officials updates
  - Public Comment (*limit to 3 minutes comment*)
  - Dates
    - January 5th: Executive Committee Meeting
    - January 20th: ECBBIA Annual Meeting
- II. Proposed Motions:**
- Motion to approve Financials- Oct. 2021
  - Motion to approve Minutes - Nov. 2021
- III. Action Items**
- Bylaws and Handbook review
  - Bylaw Language Inclusivity and Diversity
  - Annual meeting January 20, 2022
    - Board Nominations
    - Highlighting Home-based businesses
- IV. Hubs - Scheduling Hub Meetings**
- Hub meetings
  - 50th St. East End Hub
  - Community Clean-up: Friends on 50th Wednesdays 8AM
  - Little Saigon Placemaking and Transportation
- V. Committee Reports - Information Items**

**Executive-** *John O’connor, Chair*

●

**BID Alliance** *-Jackie O’Connor*

**Promotions-** *Tootie Thomas – Staff*

- Fair@44 reboot
- New Banners - Installation this week
- Flashlights Holiday Hub mentions
- Stroll the Boulevard Dec. 3rd.

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

- Access to Capital - Round 5 goals
- LISC opportunity Immigrant and Refugee biz
- Home-based Business Outreach
- The Blvd. is HIRING
- Development 2021- review, outreach
- Small Space partnership Spec. Meeting Jan

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

- Powerwashing Schedule
- Parking Management
  - Angle Parking Plan forward
  - New Meters
  - Howard St. Overpass
- Crosswalks Safety and Branding
- Median Outlets Plan: Discussion

**Old Business/ New Business**

**Adjournment**