THE BOULEVARD
EL CAJON BOULVEVARD BUSINESS IMPROVEMENT ASSOCIATION

Board of Directors Meeting
Thursday, March 17, 2022
9:00AM
www.TheBoulevard.org
Meeting hosted in person at 3727 El Cajon Blvd. or
Zoom https://us06web.zoom.us/j/81299116609

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- Council President Sean Elo-Rivera (District 9)
- Public Comment *(limit to 3 minutes comment)*
- Dates
    - Red Fox Opening March 21
    - Pure opened March 11

II.   Proposed Motions:
- Motion to approve Financials- February 2021
- Motion to approve Minutes - February 2021

III.   Action Items
- DE&I ADHIT Signatures
- SEI - Form 700
- Nominations Executive Board

IV.   Hubs - Scheduling Hub Meetings
- 50th St. East End Hub ADHOC help and support to the friends at 50th Wednesday March 23rd
- Central- Corridor neighbors group
- Little Saigon Working Group

V.   Committee Reports - Information Items

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

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

- **Promotions-** *Tootie Thomas – Polly Gillette*
  - Fair@44
    - o Rebuild
    - o Opening 4/20
  - New Banners - IRC
  - Flashlights
  - Calendar
  - Press release
    - o Opening Red Fox, Knotty girl, Pure, Festival of Beer
- **Economic Development-** *John O'Connor, Chair - Staff*
  - Access to Capital
  - Home-based Business Outreach
    - ○ You Are Here
    - ○ Micro Enterprise Kitchens
  - Development 2021- review, outreach
  - Small Space Initiative

- **Design/Parking-** *P Gillette/T Thomas, Co-Chairs – Aldana, Staff*
  - Powerwashing Schedule
  - Parking Management
    - ■ Angle Parking- Plan Forward
    - ■ New Meters
    - ■ Howard St. Plan and Overpass
  - Outdoor Dining facilities
  - Acorn Lighting

VI. Old Business/ New Business

VII. Adjournment