



## Board of Directors Meeting Thursday, April 17th 2025, 9 AM

In-Person Meeting: Board Members - 3727 El Cajon Boulevard Or Zoom Meeting for all others:

<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*)
- II. **Action Items:**
  - Boulevard Office Lease
  - Recognition of Sam Potters
- III. **Proposed Motions:**
  - Motion to approve financials for March 2025
  - Motion to approve minutes for February/March 2025
- IV. **Hubs**
  - **West End-**
    - NP Festival of Beers - Recap Thank you to Rosa, Mary and Taylor McDonald
  - **30ECB**
    - Seek Beer 3rd Anniversary - April 19th
  - **Central**
    - Divine Theory is for sale
    - Torque Coffee - Tucaari bakery pop-up Sat April 26th
  - **East End**
    - New Business: Woof! - Pet Training
- V. **Committee Reports - Information Items**
  - **Executive-** John O'Connor, Chair
  - **BID Alliance** -Jackie O'Connor
  - **Promotions-** Tootie Thomas – Christine Perez
    - Ale Trail Tour
    - Fair@44 - Events and Activation
      - QT Tuesdays - Every Tuesday and Mid-City Pageant
    - Arbor Day Festivities - April 18-26
  - **Economic Development-** John O'Connor, Chair
    - A2C Report - Sergio Oaxaca
    - Boulevard Developers Tour- June 13th Tentative Date
    - Mid-City Community Plan- Mar 19th Meeting
  - **Design-** Jackie O'Connor/T Thomas, Co-Chairs – Aldana, Staff
    - New trees will be planted - Arbor Day festivities
    - Median Sculpture and Planters- Dedication April 26th Mayor Todd Gloria, Vic
  - **Parking Management**
    - Council Policy 100-18- Proposed changes
    - MCCPD FY26 Budget
    - Mid-City Go Shuttle
    - Two new sections of meters, Euclid (North of El Cajon Blvd) and El Cajon Boulevard (Estrella-48)
- VI. **Old Business/ New Business**
- VII. **Adjournment**