



**Board of Directors Meeting**  
**Thursday July 20th, 2023 9:00AM**  
**In-Person Meeting: 3727 El Cajon Boulevard**  
**Zoom Meeting:**  
<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*)

### **II. Action Items**

- MAD Survey and BIA Priorities
  - Power Washing
  - Trash pick up and receptacles ( speak with businesses creating more trash about onsite trash cans)
  - Trees and Landscaping
  - Benches
  - Exercise tract
  - Wayfinding
  - Look at other progressive MADs
  - SDSU Intern

### **III. Proposed Motions:**

- Motion to approve Meeting Minutes - June 2023
- Motion to approve Contract for Ricki Brown, Bookkeeper

### **IV. Hubs**

- **West End**
  - Tourism - Meeting with business owners
  - Lafayette Hotel- Now open
  - Street Lights- Outages
- **30ECB**
  - Goal Brewing - Soft opening July 22nd
- **Little Saigon**
  - Trees - LS Working Group/Viet Vote Mapping
- **East End**
  - Monday Clean Up Continues - Friends of 50th
  - Street Safety- Traffic Fatality
    - Letter to Mayor
    - Reports

- AB43

[https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=202120220AB43](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB43)

## V. Committee Reports - Information Items

- **Executive-** *John O'Connor, Chair*
- **BID Alliance** -*Jackie O'Connor*
- **Promotions-** *Tootie Thomas – Christine Perez*
  - Stroll The BLvd. September 1st. Friday
  - Banners
    - San Diego County Fair Banners - Get out There
      - New Banners - Mural Tour in July
      - Fall/Holiday - Banner/ Blvd. Guide
  - Camino De Almas - a Mid-City Dia De Los Muertos event
  - Fair@44
    - Events and Activation
      - Mass on the Grass - July 16th
    - QT Tuesdays
    - Community Free Lunch
    - Bikes Del Pueblo open House BBQ
- **Economic Development-** *John O'Connor, Chair*
  - Airbnb
    - USD Interns
    - Concierge
  - A2C Report - Sergio Oaxaca
    - Grants for small businesses
  - Development 2023- Review, Outreach
    - Tour
- **Design/Parking-** *Jackie O'Connor/T Thomas, Co-Chairs – Aldana, Staff*
  - Trees: Little Saigon Cement cuts and maintenance by LMD
  - Fixing transit plaza signage- Completed
  - Median lighting- Meeting and proposal
  - Parking Management
    - Top 10 Priority Projects
    - Angle parking Conversions - Mississippi installed with meters, more on the way.
    - Meter Revenue - University Heights reallocation of funds

## VI. Old Business/ New Business

## VII. Adjournment