



Board of Directors Meeting Thursday, July 17th 2025, 9 AM

In-Person Meeting: Board Members - 4660 El Cajon Boulevard, Ste 202 Or Zoom Meeting for all others:

<https://us06web.zoom.us/j/81961065896>

Theboulevard.org

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:**
 - FY26 Budget
- III. Proposed Motions:**
 - Motion to approve minutes for June 2025
 - Motion to approve letter of support asking the City of San Diego and MTS to implement two key improvements: paint the bus lanes red for enhanced visibility and extend the continuous lane segments where feasible.
- IV. Hubs**
 - **West End**
 - Gilly's Pride Bubble Party - July 20th 2PM
 - **30ECB**
 - Seek Beer Summer Market - July 19th 3-7PM
 - **Central**
 - HeartSpace Art+Connect - July 24th 6-8PM
 - **East End**
 - New Business: Blooms and Home - 4241 ECB
 - El Borrego: Live music & dinner Thursdays 4-8PM
- V. Committee Reports - Information Items**
 - **Executive-** *John O'Connor, Chair*
 - Financial Report
 - **BID Alliance** -*Jackie O'Connor*
 - **Promotions-** *Tootie Thomas – Christine Perez*
 - Personal BLVD Signs- For Sale
 - Fair@44 - Events and Activation
 - CAL new home
 - Promotions Meeting
 - Stroll the Boulevard - 30ECB Sept. 5th and Little Saigon Oct. 3rd
 - **Economic Development-** *John O'Connor, Chair*
 - Access to Capital - Interviewing FY26
 - **Design-** *Jackie O'Connor/T Thomas, Co-Chairs – Aldana, Staff*
 - New MAD Contract- Extra day of cleaning
 - New Trees- Planting in October
 - Totem median planters
 - **Parking Management**
 - Council Policy 100-18 Changes
 - MCCPD- FY26 Budget
 - Angle Parking Projects
- VI. Old Business/ New Business**
- VII. Adjournment**

