



Board of Directors Meeting
Thursday June 15th, 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

- Polly Gillette recognition Lunch
- NP MAD

III. Proposed Motions:

- Motion to approve Meeting Minutes - May 2023
- Motion to approve Financials - May 2023
- Motion to Approve FY24 Executive Director Contract

IV. Hubs

- **West End**
 - Tourism - meeting with business owners
 - Lafayette July 4th Opening
- **30ECB**
 - Summer Stroll The BLVD (review)
- **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

V. Committee Reports - Information Items

- **Executive-** John O’connor, Chair
- **BID Alliance** -Jackie O’Connor
- **Promotions-** Tootie Thomas – Christine Perez
 - Banners
 - San Diego County Fair Banners - Get out There
 - New Banners - Mural Tour in July

- Fair@44
 - Events and Activation
 - Mass on the Grass - June 11th & July 16th
 - QT Tuesdays
 - Wednesday Free Lunch
 - Senior Activities
 - Friday Meals
 - Dog Training

- **Economic Development-** *John O'Connor, Chair*
 - Vacation Rentals
 - A2C Report - Sergio Oaxaca
 - 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- Contract awarded
 - Median lighting- Meeting and proposal
 - Parking Management
 - FY24 Budget - City Council: June 13th
 - 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