



**Board of Directors Meeting**  
**Thursday, November 21st, 2024, 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 comment*)
- II. Action Items:**
  - Community Engagement Survey 2024 - Now online
- III. Proposed Motions:**
  - Motion to approve financials for October 2024
  - Motion to approve minutes for October 2024
- IV. Hubs**
  - **30ECB**
    - Stroll the boulevard - Dec 13th 5-8PM
    - Cinkuni - Under new ownership
    - Wellness Wonderland by Activate House - Dec 7th
  - **Central**
    - Theater Group video on Rock Palace history
  - **Little Saigon**
    - GEM Clean Up - Nov. 23rd 9-11AM
- V. Committee Reports - Information Items**
  - **Executive-** *John O'Connor, Chair*
  - **BID Alliance** -*Jackie O'Connor*
  - **Promotions-** *Tootie Thomas – Christine Perez*
    - Coffee Tour - 3 month series
      - Photo Challenge - Nov
      - Toy Drive - Dec
    - Fair@44 - Events and Activation
      - QT Tuesdays - Every Tuesday @ Dojo
      - Community Free Lunch- Wednesdays 1PM
      - Turkey Giveaway
      - Holiday Posada
  - **Economic Development-** *John O'Connor, Chair*
    - A2C Report - Sergio Oaxaca
    - Small Business Saturday - November 30th
  - **Design/Parking-** *Jackie O'Connor/T Thomas, Co-Chairs – Aldana, Staff*
    - MAD Budget- City Presentation on January 8th for FY26
    - Holiday Lights
    - Update on Maintenance issues- New trash cans and repairs underway.
    - Twinkle light maintenance

- 42 new trees will be planted
- Median Sculpture
- **Parking Management**
  - Angle parking Conversions - 60 new spaces awaiting installation.
  - Two new sections of meters, Euclid (North of El Cajon Blvd) and El Cajon Boulevard (Estrella-48)

**VI. Old Business/ New Business**

**VII. Adjournment**