

**Board of Directors Meeting**  
**Thursday October 17th, 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:**
  - The Boulevard Sign 35th Anniversary Event - Nov 10
  - Community Engagement Survey 2024- Now online
- III. Proposed Motions:**
  - Motion to approve financials for September 2024
  - Motion to approve minutes for September 2024
  - Motion to approve three month extension to Tootie's contract
- IV. Hubs**
  - **Central**
    - Neighborhood Council Meeting
    - Rock Palace
      - Theater Group has signed a lease for upstairs
      - Torque- Grand Opening Celebration is Sun., Oct 20th
  - **Little Saigon**
    - Report on first LS Stroll
- 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 Oct-Dec
    - Fair@44
      - Events and Activation
      - QT Tuesdays - Every Tuesday @ Dojo
      - Community Free Lunch- Wednesdays 1PM
      - Ghost Stories - Every Wednesday in Oct
      - Martha's Magic Movie Night - October 20
      - Rocky Horror Picture Show Live Performance-Oct 22nd & 28th
      - Camino de Almas - Nov 1st
      - Election Results- 25 ft Screen - Nov 5th
  - **Economic Development-** *John O'Connor, Chair*
    - A2C Report - Sergio Oaxaca
    - Developer Tour 4.0- Postponed
    - Mid-City Communities Plan Update
    - Small Business Saturday- November 30

- **Design/Parking-** *Jackie O'Connor/T Thomas, Co-Chairs – Aldana, Staff*
  - 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)
    - Parking Enforcement report

## **VI. Old Business/ New Business**

## **VII. Adjournment**