



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, April 20th, 2023 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Potters, Alana Hao ECBBIA Board: Luke Nguyen, Julie Tran, Jackie O'Connor, John O'Connor, Christine Perez, Edward Hiadar.

Attendees: Logan Braydis (D3), Jenny Hall, Jeffrey Nguyen, Ben Mendoza (D9), Cesar S.,

I. Call to Order/Introductions/Speakers – at 9:00 AM John O'Connor, President

- Introductions
- Elected/City Officials- Updates
 - Latrell (City of San Diego)
 - 30 inquiries for 2nd quarter of fiscal year
 - 1st office hours in the community and helping work with businesses
 - Environmental service is working to see how they can waive the Green Waste Bin for businesses who don't need it
 - BID Budgets have been worked on
 - Officer Jenny Hall (SDPD)
 - April 25th Coffee with a cop 8:30am-10:30am
 - Started enforcing car inhabitant ordinance
 - Ben Mendoza (D9)
 - Proposed budget for FY2024
 - Ordinance provided for renter protection. April 25th asking the public to participate in discussion.
 - Main thing is not having landlords evict due to maintenance or remodels
 - Logan B.
 - 141 people were involved in unhoused community decision
 - North Park cleanup on April 22nd
 - Tootie commented about the change in policy and asked where the unhoused community will go?
 - Mayors office has a plan in place to help by doing POSHM (Prevention, Shelter, Housing, Mental)
 - Awaiting data from LA in order to see how effective it is
 - Went from 1 to 4 parking structures for safe sleeping
- Public Comment
 - None

II. Proposed Motions:

- Motion to approve Meeting Minutes - February and March 2023 -Jackie / Edward- Passed Unanimous
- Motion to approve financials - March 2023 - Jackie / Edward- Passed Unanimous

- Motion to approve Slate of Executive Board members - Jackie / Edward- Passed Unanimous

III. Action Items:

- Executive Board Nominations - April Elections
 - Reminded everyone how the executive board helps run the organization of everyday - Unam Julie abstained

IV. Hubs

- **Hubs - Scheduling Meetings**
 - SD Get It Done - Day of Action
 - Way to get more people to be involved in using the app, call to action
 - Steve mentioned that he recently submitted a get it done request and it was fixed on the same day.
 - **West End**
 - The Boulevard Sign Repair
 - Partially done
 - North Park Festival of Beers - April 1st w/ North Park Main Street
 - Highlights a lot of our businesses
 - Our ale trail flyer was put out along with this festival
 - Tourism
 - Our SBEP request was to do tours of The Boulevard
 - John mentioned a comment from a city staff who said “who wants to visit the blvd”
 - **30ECB**
 - Summer Stroll the BLVD
 - Friday June 2nd, Our 2nd event as sole host
 - Band and DJ taking over both ends
 - 15 vendors and partner businesses signed up so far
 - Get Out There will be the theme to co-brand with the SD Fair banners
 - Hub meeting - April 26th
 - Community safety will be the focus
 - **Little Saigon**
 - 10 New Globe Lights Installed
 - Not powered on yet
 - 11 trees Installed in City Heights
 - Next phase is 15 trees in the same area and more in Little Saigon.
 - Latrell mentioned how D9 is the district with the most storefront improvement project requests
 - **East End**
 - Monday Clean ups continue with Friends of 50th
 - Coordinating invitations

V. Committee Reports - Information Items

Executive- *Tootie*

- One thing on the table: Combining Promotions and Economic Development committee meetings.

- Offering the meeting twice a month
- Connecting more with board members

BID Alliance - Jackie O'Connor

- Where does the BA stand on process for BID management?
 - Tried to reach out to them in order to get us involved

Promotions - P.Gillette, Chair ,Staff

- Banners
 - San Diego County Fair going up in May and will be removed in July
- Fair@44
 - Events and Activation
 - Colombian Festival
 - Trans Day of Awareness
 - HIV Testing Day - April 20th, 6-9pm
 - Trans day of visibility March 31st
 - Bikes - Rasta April 22nd, 4pm
 - Clothing Swap, SAY San Diego
 - Senior Activities
 - Friday Meals - Seniors come and do a potluck
 - Dog Training

Economic Development- John O'Connor, chair

- City of SD Business Walk March 23rd
 - It was a fun time during the walk meeting either new and old businesses
 - A2C Report - Sergio Oaxaca
 - Gave us a list of 10 businesses positive feedback 80%
 - Edward, Jackie, and Tootie shared their experience on the walk
 - Meeting w/ other A2C members in downtown in exchange
- Development 2023 - Review, Outreach
 - Changes at IRC
 - Kelly is moving to Madagascar
 - Planning a meeting to introduce new staff
 - Civic Community Partners
 - Commitment to move forward with transportation
 - Economic Development tour in planning phase

Design/Parking- P Gillette/T Thomas, co-chairs – Aldana, staff

- 11 new trees in City Heights
 - Went from 35 proposed locations to 33. They will be planted yearly as funds become available.
- Fixing Street & Median Lighting- Contract awarded through the MAD
- Parking Management
 - FY24 Budget - Draft submitted to City
 - Angle parking conversions - Kansas St installed +13
 - A resident sent a letter to the Mayor about a conversion project to angled parking on 37th St.
 - Meter Revenue - University Heights
 - Meter revenue was incorrectly being diverted to Uptown instead of Mid-City. A memo is being developed by the City acknowledging the error and addressing how it will be rectified.

Old/New Business

Adjournment- Adjourn 10:25AM