



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, April 17th, 2025 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel

ECBBIA Board: Jackie O'Connor, Luke Nguyen, Julie Tran, John O'Connor, Julian, Eddie, Christine Perez, Peter O.

Attendees: Logan Braydis, Lynn Elliot, Officer Hall, Viridiana Quintana, Jason Weisz, Jessica, John Loggins, Cesar Solis, Taylor McDonald, Michael Tran, Shukri Mohammed

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

- Introductions
- Elected Officials updates
 - Shukri Mohammed (D9)
 - Taking over Francisco Peralta's community groups
 - She will be attending monthly
 - Own budget forms and will share in the future once they are done
 - Logan Braydis (D3)
 - Mayor released proposed budget which address the deficit while aiming to preserve essential city services
 - April 21st will present proposed budget
 - May 4th-9th all city depts will share their budgets and council will ask questions and give feedback
 - Town hall in Balboa Park
 - May 14th - revised budget and Whitburne will release their budget
 - June 10th - Final Budget
 - Logan invites the Parking district to come in and let their voices be heard for the budget
 - Send requests - 90 day timeframe is taking longer than usual
 - Logan adds to Viri's updates that he will look to when econ development meeting is and encourages us to advocate for SBEP if it is something we want to do and keep
 - Randy Reyes - City Representative
 -
 - Officer Hall (SDPD)
 - Update on cuts (13 positions) no layoffs and closing northwestern division near Del Mar
 - Cutting overtime and patrol back fill
 - Attempted gun robbery at the 99 store on 04/09
 - No follow up yet
 - 5431 El Cajon Blvd pushed and strangled an employee on 04/12
 - Bit by K9 and arrested
 - Viridiana Q (Economic Development)

- SBEP is not included in the budget anymore
 - Engage in the budget process **May 5th-9th** to attend budget hearings
 - Final council meeting happening May 12th or 13th before budget gets finalized
 - SBEP comes from the annual tax that comes from business owners
 - Jackie asked about the difference between SBEP vs general funds. She said general funds and bid comes from a portion that comes specifically from the BIDs
- Public Comment
 - None

Action Item:

Boulevard Office Lease - Little Saigon move might be the best option for us to move into it by June 1st

Recognition of Sam Potters - He has left the organization and we are looking

Hoping to fill in the position, looking at 2 resumes this time around

II. Proposed Motions:

- Motion to approve Financials for March 2025 - 1st Jackie 2nd Christine - Unam
- Motion to approve Minutes for September - 1st Peter 2nd Christine unam

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - NP Festival of Beers - April 5th
 - Wish they would have given them a proclamation
 - **30ECB -**
 - Seek Beer - Celebrating their April 19th
 - Torque Coffee
 - **Central -**
 - Divine Theory is closing
 - Torque Coffee - Coffee Workshop
 - **East End**
 - New Business: Woof! Pet Training

IV. Committee Reports - Information Items

Executive - John

- Focused on new lease, working on financial snapshot

BID Alliance- Jackie O'Connor

- Looking forward need to spend time now to create letters for the budget

Promotions - C. Perez, Chair, Staff

- Coffee Tour in early May for summer
- Fair @ 44 - Events
 - QT Tuesdays every Tuesday and Mid-City Pride Pageant
 - HIV preventions have been defunded
 - No longer Tuesday they have since pulled out due to the cuts
 - Earth/Arbor Day Festivities - Partners and New Trees April 19th-26th
 - How to plant a simple garden - Sat 19th
 - Kokedama workshop - Sat 19th
 - Replanting with native plants at Sin Lee
 - Arbor day event with Hoover high and colina- Friday
 - Dedication to Totem - Sat 26th

Economic Development- John O'Connor, chair

- City - Boulevard Developers Tour
 - June 13th was the tentative date so that everyone can start planning towards that date

- Update on Price lot, and a fairat44 date to close it down on Sept.
- Mid City Community Plan - Working on historical preservation
 - Open until May to add suggestions
 - Identifying assets, over 45 is the norm
 - Next meeting will be in June, land use, and zoning
 - Emma's House
 - The process to development should be fixed (Ex. starting with a planning group, then moving to a plan, etc)

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

- A bunch of trees and location waiting to be approved
- Mid City Community Parking District FY26 Budget
 - Proposed Changes to council policy 100-18
 - 45% is what they say they give us but the BIA only receives around 60- 80k out of 400k
 - We are pushing back on any budget cuts, the meters are doubled but they are looking to reduce the budget from 45 to 15%
 - Another draft is due next week
- Two new sections of meters waiting on 6 month waiting to be installed

Old/New Business

- 10 year anniversary at YMCA, lost money in funding, \$100 per ticket/table happening May 10th 6-8pm
- \$125 and \$90 for business on the blvd coming soon

Adjournment- Adjourn 10:16AM