



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday April 18th, 2024 – 9 AM**

**Present:** ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Potters  
ECBBIA Board: John O'Connor, Jackie O'Connor, Christine P, Luke Nguyen, Edward Haidar, Julie Tran, Julian Villegas, Peter Osetek  
**Attendees:** Logan Braydis, Jenny Hall, Jeffrey Nguyen, Jonathan, Lynn Elliot, Serafina, Josh Cumming, Viridiana Quintana, Emily

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

- Introductions
- Elected Officials updates
  - Officer Serafina (SDPD)
    - Stabbing at BLVD 63 - non-life threatening injuries
    - Robbery - suspect stole vapes, store owner tried to take it back and the suspect took off in the car
    - Menlo & el cajon blvd - Suspect was wearing his clothing
    - Officer hall explained citation vs arrest
      - Also went into detail about last months interaction with guy from Cafe Madeleine and how he is now identified
    - Office Cummings did great work on 50th st on clearing out a bad group
      - Auto zone has increased their sales
      - People have started coming out to the area again and feel safer
      - Checking out incidents next to El Borrego
    - Vehicle inhabitation update
      - If motor home isn't doing anything illegal they are allowed to stay in the parking space for the legal 72 hours
      - Move to a mile after 72 hour citation
      - The city is working to make better contact for SDPD to make enforcement
    - Julian asked if Police could patrol the YMCA area/City Heights more for summer in order to help the kids be safer and mentioned their presence helps in getting more people out
  - Emily (D3 & D1)
    - Safe Parking cite needs to be available in order for officers to start citations if they are not available then they are not allowed to that in the streets
      - More safe parking areas need to be provided across the street
      - Jackie asked about what an individual can do about people out on the streets
        - Emily replied that it should be done through GET IT DONE and by violating any laws

- Pursue a new homeless shelter, old printing press facility
    - FY25 5.6 budget - press release online
    - Chief of Police is retiring - New Chief is Scott Wall
    - Fire of Chief is retiring - Process of choosing the next Chief
  - Viridiana Quitana - Economic Development
    - Formerly a team of 7 is now 4, the department is very limited
    - Hearing May 13th
    - Reaching out soon - next week for FY25
      - Making sure all our documents are up to date
  - Logan Braydis (D3)
    - Abandoned vehicles were taken care of
      - Still some clean up to be done
    - Mobility project was completed - signal light is now fully functional
    - Tootie let Logan know about neighbors wanting safe crossing University Heights to North Park
- Public Comment
  - None
- Dates:
  - February 19th - Mardi Gras Celebration
  - Friday, March 3rd - Stroll The Boulevard at 30ECB

## II. Proposed Motions:

- Motion to approve Financials - November 2022 - 1st Julian 2nd Jackie, Approved Unanimously
- Motion to approve Minutes for March - 1st Jackie 2nd Christine, Approved Unanimously
  - Jackie suggests motion for \$500 1st Jackie 2nd Edward, Approved Unanimously

## III. Action Items:

- none

## IV. Hubs

- **Hubs - Scheduling Meetings**
  - **Central**
    - Rock Palace building for sale again
      - New tenants, will hopefully be open by the end of May
    - Space Bar turns 7 - specials will be all weekend
  - **30ECB**
    - **Stroll the Boulevard** - Friday April 19th
      - Earth day theme and Bike Ride attached to it
      - My Point Credit Union will sponsor
  - **Little Saigon**
    - Gem/D9 Community Clean Up - Sat April 27th 8-10am
    - ECBBIA Hub Walk - Wed April 24th 1PM

## V. Committee Reports - Information Items

### Executive- *John*

- John is trying to help Tootie with alleviating with audit
- Trying to nominate Peter Osetek for Treasurer - voted in next month
  - Making a motion - 1st Julian 2nd Jackie

### BID Alliance- *Jackie O'Connor*

- History was a magnificent organization, each BID has a rep there and they take issues that affects more members
  - SBEP used to go to grow office of small business and Jackie talked about bringing it back

- We have some great ties that everyone helps each other
- It is important for BID Alliance to have a seat at the table again and having an andsbunt

**Promotions** - *P.Gillette, Chair ,Staff*

- Fair@44
  - Events and Activation
    - QT Tuesdays - every Tuesday @ DOJO
      - New partners like UCSD
    - Community Free Lunch - Wednesday 1PM
- QR Codes/wayfinding project will be used to promote the mural tour
- Stroll at Euclid
  - Need 5 businesses to kick it off

**Economic Development-** *John O'Connor, chair*

- A2C - Sergio
  - A2C survey: top 3 issues promo, storefront improvement, parking
  - Sergio helped with Bike racks and getting rid of tree stump
- Hub Walk East End 47th-48th
  - Introduce some of the services to our business members
- TAP ULI - Meeting June 3rd,4th, and 5th
- Town Hall
  - Momentum learning will be the location

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

- Little Saigon Trees - Viet Vote Partnership 50 new trees
- Steve has said that city process has become better even if we still have some problems
- Parking LMD Survey
- Parking management
  - FY25 Budget
  - Angle Parking conversions - 78 spaces in 2023 (23 spaces are approved awaiting installation by the City & many more to come)
  - Parking in front of own driveways memo
  - Meters: Two new sections - Euclid and El Cajon Boulevard

**Old/New Business**

**Adjournment-** Adjourn 10:19AM