



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, December 16th, 2021 – 9 AM**

**Present:** ECB BIA Staff; Alexandra Espejel, Tootie Thomas, Steve Aldana, ECB BIA Board: Jackie O'Connor, Polly Gillette, Cuong Nguyen, John O'Connor, Edward Haidar  
**Attendees;** Gary, Austin Galy, Officer Hall, John Loggins

**Call to Order and Introductions – at 9:00 AM John O'Connor, President**

**I. Public Comment and Representative Report**

- Officer Hall: Break-ins to businesses (three along The Boulevard)
  - Loving Hut, Safari Auto sales and T-Mobile

**II. Announcements and Dates:**

- Jan 5th: Executive Committee Meeting
- Jan 20th: ECBBIA Annual Meeting/ Board election
  - Making sure everyone gets an invitation as soon as possible

**III. Proposed Motions:**

- Motion to approve Financials Oct. 2021- Tabled
- Motion to approve Minutes Nov. 2021- Tabled

**IV. Action Items:**

- Bylaws and Handbook Review
  - Highlights - Revisions are all done and need to be reviewed
- Bylaws Language will be updated with inclusivity and diversity in mind.
- Annual Meeting January 20, 2022
  - Board nominations- Would like all hubs represented.
  - Format- In person and Zoom.
  - Honoring Partnerships
  - Highlighting Home-Based Businesses- Reaching out to home based businesses to get a better relationship

**V. Hubs**

- **Hub Meetings**
  - Creating West End hub meetings and trying to get businesses to participate
  - No new hub meetings being done until we get a new A2C person
  - 50th St East End Hub-A reporter is interested in highlighting the powerwashing
- **Parklets-** Steve: Parklets and Program Places and Spaces
  - No Update
  - Peter said the parklet roof on their location was removed

- **Community Clean Ups**-Wednesdays @ 8:00AM Friends of 50th, Still being done
- **Surveys**- Little Saigon Placemaking and Transportation- Results are in and Beryl will have a report

## **VI. Committee Reports - Information Items**

### **Executive-** *John O'connor, Chair*

- No update

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

- Will try to jump on the meeting

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

- Fair@44- Reboot to get sales up once construction ends
- New Banners will be installed this week
- Flashlights- Holiday Hub mentions
  - Calling out on social media in each hub to shop local

### **Economic Development-** *John O'Connor, chair - Forman, staff*

- Access to Capital- Round 5 goals in the works
- LISC Opportunity Immigrant and Refugee biz- Working with LISC on this project, related to a grant.
- Home-Based Business Outreach- already talked about previously
- The Blvd. is HIRING - no new forms being submitted by business owners
- Development 2021- review, outreach
- Small Space partnership- Special meeting will happen in January

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

- Power Washing Schedule- Done early in the morning between 44th to 49th
- Parking Management
  - Angle Parking Plan moving forward- Next step is for us to send notices to property owners and residents
  - New meters: Being installed on 30th St along with other areas: North Park, Normal Heights, The Boulevard
  - Howard St. Overpass- having a duration study over campers, campers unplugging holiday lights
- Crosswalking Safety and Branding- No update
- Median Outlets Plan: Forthcoming
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**Old/New Business:** Showing pictures of the Holiday Bridge Lighting Ceremony event that took place on Dec. 1st

### **Announcements and Adjournment-** Adjourn 9:59AM