



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, February 22nd, 2024 – 9 AM

Present: ECB ECBBIA Board: Luke Nguyen, John O'Connor, Christine Perez, Edward Hiadar, Julian Villegas, Julie tran. **BIA Staff:** Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca
Attendees: Logan Braydis (CD3), John Loggins, Viridiana (City of SD), Lynn Elliott, Marlyn Gonzalez, Jonathan,

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

- Introductions
- Elected/City Officials- Updates
 - Viridiana (SDPD)
 - Emergency Response Grant
 - Due the 27th
 - Sat. Oct 28th National Subscription take back day 10am-2pm
 - Tootie asked about SD GET IT DONE when it comes to parking issues and the issue is they don't come out enough.
 - Officer Hall said she can help report as well.
 - Logan Braydis (D3)
 - Storm related issues
 - Connecting people to resources
 - University Avenue
 - Traffic evaluation at Polk
 - Didn't meet the criteria for a four way stop
 - Tootie brought up the fact that we need to make the streets safer for pedestrians
- Public Comment

II. Action Items

- **Business walk - Oct 26th 2-4PM**
 - Gathering at 1:30 in order to get everyone in groups
 - We have different language speakers, viet vote and volunteers
 - 4th of the City Heights series
 - Business walk will include info about future office hours
- Holiday Bridge Lights - 35 year celebration
 - Signifies the kick off to holiday
 - Looking for interviews to showcase the importance and history of these lights

III. Proposed Motions:

- Motion to approve Financials for August 2023 - 1st Eddie 2nd Jackie - unam

IV. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - Mardi Gras Super Bowl

- Including more people on the West End
- Used funds from D3, Tootie thanked Logan for D3
- **30ECB**
 - Stroll the Boulevard - April 5th
 - Belching Beaver - won an award
 - Kansas St. - New Mural, it is a sign of longevity and it is beautiful
 - New Businesses: Bunny Chow, Loan Goat, Cyber City, and Performance 360
- **Little Saigon**
 - Lunar Year Tet Festival
 - New Mural at Menlo Ave
 - New Business: Purple Mint
 - Tootie mentioned is has very good
 - Community Clean Up - Sun Feb 24th 8-10AM
- **East End**
 - Monday Clean ups continue with Friends of 50th
 - Still working on getting invitations to more people
 - Tootie mentioned the area is very dangerous for pedestrians as it is a very car centric place. Speed reduction has been asked for.

V. Committee Reports - Information Items

Executive - John

- John mentioned to Executive members that they will be working to find a meeting for Executive to meet officially
- John has been reaching out for over a month to the city to get the issue resolved and no reply
- Tootie mentions that we are working with a new auditor that is working faster
 - In that is also bringing Stephanie back as bookkeeper and helping her here at the office to alleviate some of the work

BID Alliance - Jackie O'Connor

- No report yet

Promotions - P.Gillette, Chair ,Staff

- Fair Banners
 - March 4th Photoshoot 3PM
- Fair@44
 - Events and Activation
 - Partners Meeting April 5th
 - QT tuesdays
 - Community Free Lunch - Wednesdays 1PM
 - Has a partner who works at UCSD & they bring in amazing dishes

Economic Development- John O'Connor, chair

- A2C Report - Sergio Oaxaca
 - Grants: Helping businesses affected by the flood
 - Elite Madness is a business affected by the storm
 - Money can be used for anything like equipment or other items that could have been damaged by the store
 - Hub walks will continue with MyPoint Credit Union
 - Getting grant out to a few businesses to apply for Grant sponsored by Etsy

- 3rd Round
- Southern CA Job Creators

Design/Parking- *Jackie O'Connor, Chair – Aldana, staff*

- Median lighting
 - Two block pilot
 - We have a new MAD manager, CG, he is on top of his work
- Little Saigon Trees - City process issues
 - Replacement of dead trees
 - There have been obstacles in putting up the 37 trees
- New Trash Cans - 44th St
 - They were going to cost \$2,000, a hike from \$750
- Parking Management
 - FY25 Budget - Pilot community shuttle
 - Goes down the Boulevard, parts of 30th st, University, Fairmount
 - It is free to people and cost \$30,000
 - Top 10 Priority Projects
 - Finally accomplished
 - Moving on to submitting the next ten
 - Angle parking Conversions - adding to list of North Park conversions
 - 78 spaces added in 2023
 - 23 spaces are approved and awaiting installation by City
 - Working with people to inform them about why meter installment is important (education)
 - Mentioned to business owners on the call that it is important to have meters available and will only boost their business

Old/New Business

- none

Adjournment- Adjourn 10:00 AM