



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, February 17th, 2022 – 9 AM**

**Present:** ECB BIA Staff: Alexandra Espejel, Tootie Thomas, Steve Aldana, Elisha McLemore. ECB BIA Board: Polly Gillette, Cuong Nguyen, John O'Connor, Edward Haidar, Luke Nguyen, Julie Tran, Marlyn Gonzalez, Julian Villegas. Attendees: Gary Weber, Austin Galy, Officer Hall, John Loggins, Ben Mendoza

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

- Introductions
- Elected Officials updates
  - Ben Mendoza- Staff has reorganized neighborhood representation. Ben is still supporting Corridor and Cherokee Point. New representative Francisco will be representing Terra Alta. They are working on their funding priorities memo. Homeless reports will now first be routed to community policing. Trees San Diego is partnering with SDG&E to plant trees in Corridor. This is part of the SDG&E franchise agreement,
- Public Comment
  - Officer hall- Business break ins: La Maestra storage, Till Two, Spin Cycle, & 4900 El Cajon Blvd
- Dates:
  - Feb 27: Mardi Gras #30ECB
    - Euphoria brass band
    - King & queen contest
    - KUSI will be covering the event
  - March 4th Stroll The Blvd

**II. Proposed Motions:**

- Motion to approve Financials Jan. 2021- Polly, Marlyn - Approved
- Motion to approve Minutes Jan. 2021- Polly, Julian - Approved

**III. Action Items:**

- DE&I ADHIT Signatures- Need them assigned asap, email has been sent
- Bylaw Language Inclusivity and Diversity- Amendment has been added to the Board Handbook.
- Annual meeting of January 20, 2022
  - Board nominations
  - Highlighting Home-based businesses

**IV. Hubs**

- **Hubs - Scheduling Meetings**
  - Hub meetings resuming in March

- 50th st. East End Hub Adhoc help and support to the friends of 50th
  - Need to get more community involvement
- **Lighting Corridor-** 50 lights are out along ECB. Many have been out for more than a year.
- **Little Saigon Working Group-** Survey results show people want more trees. The group is working on a plan for planters and cafe lights. Little Saigon San Diego would also like to add a memorial to the planters.

## V. Committee Reports - Information Items

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

- Lili has stepped down from board

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

- No update

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

- Fair@44- Right turn lane is done but there the edge of the lot still needs work.
- New Banners installed, fixed hardware, Julian said they have been a great help for YMCA.
- Flashlights: Girls Deli, new Barbershop
- Press Releases
  - Mardi Gras, King/Queen contest
  - New breweries opening: Pure and Seek (ignitor)

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

- Access to Capital- Interviewing new candidates from SDSU
- LISC Opportunity Immigrant and Refugee biz- Working with LISC on this project, related to a grant. It will involve Fair@44 and Technical Assistance.
- Home-Based Business Outreach
  - Still growing, at 25%
  - Micro Enterprise kitchens- can get a home kitchen approved
- Development 2021- Over 1,000 units are in process.
- Small space partnership Spec. Meeting Jan - Will develop what resources are needed and are available. Create a flyer and share with LISC and other partners to seek vendors from the community.

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

- Power Washing Schedule- The next will happen on March 10th (805 to 38th)
- 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 to establish time-limited parking.
  - Crosswalking Safety Kansas- Outreach is being done to get feedback on two design alternatives.
- Acorn Lighting
  - 10 lights are being installed in Little Saigon from Highland to Cahmoune. Feb through May construction, with power in June.

**Old/New Business:** John- wants to let partners/board members know that they are always welcomed to ask questions and reach out.

**Announcements and Adjournment-** Adjourn 10:16AM