



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, February 16th, 2023 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca ECBBIA
Board: John O'Connor, Jackie O'Connor, Luke Nguyen, Edward Haidar, Julie Tran, Polly Gillette
Attendees: Logan Braydis, Jenny Hall, Jeffrey Nguyen

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

- Introductions
- Elected Officials updates
 - Sean Plaisted - Economic Development
 - Amendment Status - Making progress
 - Grant \$20k for construction and permitting design for parklets
 - Return to in person meetings next month
 - March 1st, we have to be fully in person, zoom available for those community members wanting to join. Board members must be at the meeting in person.
 - Jefferey Nguyen (D9)
 - State of the District speech
 - Annual Report link will be dropped in the chat
 - Housing is a human right
 - Holds everyone accountable as a guiding principle
 - Officer Jenny Hall (SDPD)
 - Burglary at 4109 El Cajon Blvd
 - Robbery at 4745 El Cajon Jan 31st
 - Felony hit & run at 2800 El Cajon Blvd
 - West bound 25 yr old female hit and driver fled
 - Robbery at Subway
 - Hispanic bald man walked into the shop and threatened worker
 - Logan Braydis (D3)
 - Council member trying to address homelessness
 - Safe sleeping site
 - Getting rid of dangerous encampments
 - Towing policy
 - Tootie commented that Liquor stores are a big problem when it comes to attracting homelessness, crime, and danger
- Public Comment
 - None
- Dates:
 - February 19th - Mardi Gras Celebration
 - Friday, March 3rd - Stroll The Boulevard at 30ECB

II. Proposed Motions:

- Motion to approve Minutes - November 2022 - 1st Jackie 2nd John, Approved Unanimously
- Motion to approve adding donation for Ramiro's Family to agenda as motion- 1st Jackie 2nd John, Approved Unanimously
 - Jackie suggests motion for \$500 1st Jackie 2nd Edward, Approved Unanimously
- Motion to approve a letter in support of Lafayette - 1st Jackie 2nd Edward, Approved Unanimously
 - Lafayette services the community in many ways in attracting visitors into our communities

III. Action Items:

- Brown Act Updates - Zoom Meetings
 - There is a tutorial that the city put out so that we can get up to date on current rules.
- Form 700
 - Tootie suggested we get a calendar to have deadlines that make it easier for us to plan

IV. Hubs

- **Hubs - Scheduling Meetings**
 - **Mural Tour**- We are in the process of updating the tour for each hub.
 - **Sidewalk Banners**- We are exploring new designs to promote the mural tour.
 - **West End**-
 - Lights out on The boulevard
 - Keeping people out the area
 - The Boulevard Sign Repair
 - City went out and deemed it safe. A contractor will be sent to repair it.
 - **30ECB**
 - Mural Tour - Signage Promotion
 - **Little Saigon**
 - 10 New Globe Lights Installed
 - Not electrified but they are installed.

V. Committee Reports - Information Items

Executive- *Tootie*

BID Alliance- *Jackie O'Connor*

- No update

Promotions - *P.Gillette, Chair ,Staff*

- Banners
 - San Diego County Fair photo should will happen in early March
 - New Banners for after the campaign
- Fair@44
 - Events and Activation
 - Colombian Food & Market Feb. 26th
 - Senior Activities
- QR Codes/wayfinding project will be used to promote the mural tour

Economic Development- *John O'Connor, chair*

- A2C - Sergio
 - Outreaching to businesses to let them know we are here to help
 - Has had great luck with getting businesses to trust him but some still seem a little skeptical
 - Tootie suggested getting someone from City Council to help with getting businesses attention
- Home-Based Business Outreach - Alana- No update
- Development 2023 - Review, Outreach
 - Prefab - Modular Notes
 - Affordable housing, including people into the discussion a new person
 - Tours
 - We are planning for April or May

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

- New Trees being planted in City Heights
- Parking management
 - Angle Parking & new conversions
 - 100+ approved spaces waiting to be installed
 - 44th Street - Loading and red to green zones are being analyzed
 - 37th Street - signage and illegal curb
 - Happening near our office which has helped open up a few spots for the rest of the businesses around not just the auto shop
 - University Heights Meter Revenue- Still not resolved

Old/New Business

Adjournment- Adjourn 10:24AM