



**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, February 20th, 2025 – 9 AM**

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Poters
ECBBIA Board: Jackie O'Connor, Luke Nguyen, Julie Tran, John O'Connor, Christine P, Peter O, Julian
Attendees: Logan Braydis, Jonathan, Lynn Elliot, Serafina Marquez, Viridiana Quintana, Francisco Peralta
Vargas, Lynn Elliott, Jason Weisz, Jessica, John Loggins, Stephanie B.,

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

- Introductions
- Elected Officials updates
 - Jason Weisz
 - State of CA balance are balanced
 - Many executive orders are coming in
 - By next friday there will be a good introduction of what bills are being introduced
 - Logan Braydis (D3)
 - Public utilities department has scheduled a water shut down on 2200 el cajon blvd (Feb 25th-26th)
 - The transportation committee will receive a project update about the Kansas Street light on raising it by 74,000 it's still in final design stage & still on route for its projected date
 - Randy - City Representative
 - Eliminated the COO with budget cuts and mayor absorbed that
 - Changes to city departments, many departments collapsed
 - 31 positions have been eliminated - 5.3 million in savings
 - Increase in user, parking meter, & many fees that can help with 100 mill
 - Another shelter for women, families, and seniors adding 110 beds
 - Adding more beds to pacific highways
 - Adding another lot to safe space parking
 - Officer Serafina Marquez & Officer (SDPD)
 - Stabbing over at the encampments
 - Talked about Get It Done being overwhelmed with cases
 - Fentanyl overdoses are on a rise
 - Liason for community to help with narcan/fentanyl related training – reach out to officer palomar
 - Festival of love - Anyone is welcome to join
 - Park de la cruz - Starting at 11AM
 - Budget cuts are cutting over time relies on staffing
 - Service times may go up
 - They're still working on the budget as of now
 - Break ins have been down on the Boulevard - they mentioned prop 36 has helped with theft as well

- Officers hope that with prop 36 they are helping people with rehabilitation
 - Officer Cummings: working on helping with human trafficking, some being juveniles, getting back to dedicating himself to the boulevard after the very successful projects that have now ended
- Viridiana Q (Economic Development)
 - Department of cultural affairs is being moved to econ development
 - More things to come as consolidation occurs between the two apartments
- Francisco Peralta (D9 Community Rep)
 - At a District level they have been out a lot
 - Several events including clean up
 - There is an ADA ramp being built on fairmount & el cajon blvd
 - There is double construction in the area which is impacting traffic in City Heights
 - Tootie mentioned that next time there is a construction on any median of el cajon blvd to let our maintenance district know
 - Event organized by AJA Project featured around cigarette butts on the street
 - Many businesses are letting their customers smoke in the area but they have to help with putting them in the trash
- Public Comment
 - None

Action Item:

Fair Banners - Taking place March 4th 1PM

Form 700 - April 1st 2025 - takes a minute in a half to do

II. Proposed Motions:

- Motion to approve Financials for January 2024 - 1st Julian 2nd Peter - Unam
- Motion to approve Minutes for September - 1st Julie 2nd Peter unam

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - Tiki Take Over - Tuesday March 4th 8pm - Late
 - **30ECB -**
 - March 2nd - Mardi Gras 12PM
 - Stroll the Boulevard Mar 7th, 5-8PM Fat Friday
 - **Central -**
 - Torque Coffee - Nigerian Food Pop Up

IV. Committee Reports - Information Items

Executive - John

- Getting together about office space - dealing with rent increase
- Viri mentioned that if 20% for budget adjustments takes place they can meet to talk about doing that

BID Alliance- Jackie O'Connor

- Skipped, Jackie wasn't here

Promotions - C. Perez, Chair, Staff

- Boulevard Coffee Tour
 - Love is brewing - More businesses added Brick 95, Moe, & TapRoom

Economic Development- John O'Connor, chair

- A2C - Sergio
 - Mark Ness at Golden Days Tattoo working about getting a ramp as well as Storefront Improvement

- Talks about revamping the Boulevard Tour

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

- Twinkle light maintenance
- 20 new trees are coming/Map is being made right now
 - Hoping to do a 2nd phase
- Median Sculpture Planters
- Parking management
 - Mid-City GO - A free electric ride-share service designed
 - Limitation as it is 9-5PM
 - Temporary programs, if we keep promotion we can keep these programs a little longer
 - Another shuttle might be coming soon
 - Steve will be attending a meeting to learn more about the full details & report on it
 - We're trying to gain more parking spots as we keep losing them 8 added to Iowa
 - Daylighting is also cutting parking in the area, we'll lose many more spaces to it
- Meeting to go over council policy about how budget is being split between districts - March 3rd

Old/New Business

- None

Adjournment- Adjourn 10:10AM