



**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**