



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, July 21st, 2022 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra E., Nicole Fassina, Raffaele, Saladin Morales, Alana Hao ECB BIA Board: John O'Connor, Jackie O'Connor, Polly Gillette, Luke Nguyen, Julian Villegas, Julie Tran Attendees: T. Hoskins., Luke N., Austin Galy, Jeffrey N., Carolina Chavez, Latrell Crenshaw, Brain Saull

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

- Introductions
- Elected Officials updates
 - Jason Weisz (State Sen. Toni Atkins)
 - New CA Budget includes:
 - Inflation relief due to rising prices for groceries and fuel
 - Requires 80 hours of Covid sick time
 - \$215 Million to help businesses
 - Ambitious program for first time home buyers
 - Jeffrey Nguyen (D9)
 - Increased budget to CPPS. Contact D9 office if you need any assistance.
 - The people's ordinance is coming and resolves issues around environmental services and would fund bulk item pickups.
 - Latrell Crenshaw
 - Finalizing contracts with BID's
 - SBEP has been fully funded, as mentioned previously
 - Sidewalk vending, ordinance enforcement has started this month, Park Rangers are enforcing the ordinance
 - Working with vendors to get them in compliance.
 - Updates on the Spaces as Places program - Giving businesses time to get up to date on the requirements. Technical and financial assistance is available.
 - Carolina Chavez
 - CPPS - Make sure all nonprofits apply. It is for one time recreational purposes.
 - SDPD Mid-City
 - Attack happened near El Cajon Blvd
 - Residents getting cars getting broken into. Dark street lights are a crime issue.
- Public Comment
 - How do we get the city to listen to the public about streets that need to be fixed?
Tootie
- Dates:
 - July 8th Pre-Pride Ride - music, dance, drinks, good vibes

II. Proposed Motions:

- Motion to approve Minutes - June 2022 - Approved 1st Polly, 2nd Peter- Passed Unam.
- Motion to adopt ECBBIA FY23 working budget - Tabled
- Motion to enter into contract with city for MCCPD - Approved 1st Polly 2nd John- Passed Unam

III. Action Items:

- Closeout of FY22 County and LISC Grants
- Anti-Harassment & Inclusivity Training - August 25th. All board and staff must attend.

IV. Hubs

- **Hubs - Scheduling Meetings**
 - **Mural Tour-** We are in the process of creating a tour for each hub.
 - **West End-**
 - Gnarly Girl Pizza grand opening: July 30th at 3pm
 - Dangerous intersection at Park & El Cajon Blvd should be redesigned.
 - The Business Community is still having issues with the Park Blvd bike lanes.
 - **30ECB**
 - Tacotarian has opened and will have a grand opening soon
 - Mural Tour
 - Central Mural Projects are being photographed and shared on social media
 - Lighting still not fixed in over 30 locations
 - **Little Saigon-** Working Group is progressing on a light strand project

V. Committee Reports - Information Items

Executive- *Tootie*

- Welcome Back to Cuong
- BID Training with NCRC FY23 is being scheduled for August with the Hillcrest BIA
- Elisha will be out June 30-July 28th medical reasons

BID Alliance- *Jackie O'Connor*

- BID Alliance - No update

Promotions - *P.Gillette, Chair ,Staff*

- Fair@44
 - Pride Ride- Took place on July 8th and planning the next one
 - Calendar of future events- posted on website for events and activation
 - We are applying for a CPPS Grant for district D9 to help with Fair@44 activation
- New Banners - CPPS Grant D3
- Self Guided Tours
 - Food - Ale Trail, Taco, and Pho
 - Mural - Will be debuting in the next couple of months
- QR Codes/wayfinding project will be used to promote the mural tour

Economic Development- *John O'Connor, chair*

- Home Based Business Outreach - Nicole
 - Working w/ Nicole and Raffaele to map all home based businesses for outreach
- Development 2022 - Review, Outreach
 - Update: 2141 Units (New 31 unit building on Georgia is under construction)

- Prefab - modular event is in the planning phase
- 4260 ECB - Community action against the proposed use.
- Small space initiative - Business Plan is being developed

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

- SR15 bridge deck
 - Art focus, budget, and maintenance. Working with Caltrans on the project plans and City of San Diego with the future maintenance.
- Power wash will do a spot cleaning at 50th st
- Parking management
 - Angle Parking & new conversions are being conducted on several blocks
 - Parking meters - social equity and education. We want to make sure all the meters accept coins and the public understands that meters help promote turnover.
- Acorn lighting
 - City Staff - Mayor's office needs to step in to help solve the power issues for several circuits along The Boulevard
 - Little Saigon - New double globes - on track

Old/New Business:

Adjournment- Adjourn 10:42AM