



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, July 17th, 2025 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Yareli, Steven
ECBBIA Board: Jackie O'Connor, Luke Nguyen, Julie Tran, John O'Connor, Julian, Eddie, Peter O.
Attendees: Logan Braydis, Lynn Elliot, Officer Hall, Viridiana Quintana, Jason Weisz, Jessica, Taylor McDonald, Michael Tran,

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

- Introductions
- Elected Officials updates
 - Lynn Elliott - NP Main Planning Group
 - Links to vote
 - Jason Weisz
 - Road repairs FY26
 - Many miles left and is top priority to the Mayor
 - Federal funding for housing
 - 30mill home funding
 - Emergency solution funding
 - Working with many nonprofits to help with housing
 - Viridiana Q (Economic Development)
 - Small business advisory board
 - Topics impacting the community and making sure small businesses are prioritized
 - Appointed seat by the Mayor's office
 - Referring to getting things done the econ team has gotten
 - Deadline for packets is on the 10th of every month now
- Public Comment
 - None

Action Item:

FY25 Close Out, any files we have open

- Special Events Grants, Tootie thanked Jason and team for helping with that

FY26 Budget will be presented at next exec meeting

Waiting for all moving parts to fall into place

The process to submit was done at the beginning of the year

II. Proposed Motions:

- Motion to approve minutes for June 2025 - 1st Jackie 2nd Julie - Unam
- Motion to approve letter to support asking the City of SD and MTS to implement two key improvements: paint the bus lanes red to enhance visibility 1st Jackie 2nd Julie - Unam
 - Discussion about the letter between the board. Steve explains how some of the red of the bus lane is missing. Tootie mentioned how maybe it is good to speak to them about the color choice for the bus lane being red. John suggested in the letter we don't mention the color but just the support for it to be painted

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - Gilly's Pride Bubble Party - July 20th 2PM
 - **30ECB -**
 - Seek Beer - Celebrating their April 19th
 - Torque Coffee is hosting classes for barista training
 - **Central -**
 - Divine Theory is closing
 - Torque Coffee - Coffee Workshop
 - **East End**
 - New Business: HappyTea Time

IV. Committee Reports - Information Items

Executive - John

- Financial Report, Working on the new dashboard
- The website is great but moving forward we should have more visibility by district both minutes and websites. Tootie mentions how Economic Development requires a monthly report and we could put it up for people to see

BID Alliance- Jackie O'Connor

- No reports

Promotions - C. Perez, Chair, Staff

- BLVD Signs are now for sale - Razo is working on a video for social media
- BLVD Signs are now available for pre order
- Fair @ 44 - Events
 - Meeting with Price next week to talk about the future of the fair@44
 - They still don't know what they wanted to do with their property
 - Shutting down the blvd is almost non existent
 - Very transportation oriented park of the mid city
 - QT Tuesdays every Tuesday and Mid-City Pride Pageant
 - HIV preventions have been defunded
 - No longer Tuesday they have since pulled out due to the cuts
 - Ale Trail going on and trying to kick start it for summer
 - Seeing how we can help the breweries to start this beer community
 - One idea is making a Non profit challenge
 - Stroll the BLVD
 - 30ECB Sept 5th
 - Little Saigon Oct 3rd

Economic Development- John O'Connor, chair

- Access to Capital - Looking for someone to fill in the role for Sergio

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

- New MAD Contract - Extra day of cleaning
- New Tree Planting in October
- Council Policy 100-18 changes
 - Changes to meters and parking which makes it very difficult for previous projects that were successful
 - Another draft is due Monday
- Totem Median planters
- MCCPD FY26 Budget
- Angle Parking Projects
 - The process has changed and people are getting denied but ECBBIA at least got half approved

- 6 blocks in noticing phase (43 spaces)
- 10 blocks waiting to be installed

Old/New Business

- none

Adjournment- Adjourn 9:55AM