



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, July 18th, 2024 – 9 AM**

**Present:** ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca,  
ECBBIA Board: Jackie O'Connor, Luke Nguyen, Julie Tran, John O'Connor, Kuniko Holmes  
**Attendees:** Jenny Hall, Jeffrey Nguyen, Jonathan, Lynn Elliot, Serafina, Viridiana Quintana, Francisco Peralta Vargas, Gustavo Bidart, Ryan Chandrpaul, David Moty, Lucero Maganda,

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

- Introductions
- Elected Officials updates
  - Lucero (Mayor's Office)
    - Robert Logan II - City Council Unanimously Confirms Robert Logan II as City's Next Fire-Rescue Chief
    - Efforts on homelessness
      - Safe parking program will provide 190 spaces. It has been one of the more successful programs.
      - More folks parked overnight are being seen and the mayor has put forward that initiative to help aid those people
      - 65,000sqft Kettner & Vine in D2 would provide multiple shelters (~1000 people)
      - Tootie made a point that Todd Gloria is helping meet the needs of more people by allowing more needs to be met, like for couples. Lucero said it is important to express support especially if it could be done as the Boulevard Board. Monday July 22nd there will be an option to attend the meeting in person and give public comment on the new campus.
  - Officer Martinez (SDPD)
    - Robbery at Gold Fixers Jeweler - Suspect in custody, stolen property recovered.
    - June 23rd, a white male 5'10 suspect pointed a gun at a victim near Estrella.
    - 4400 Euclid someone came into the apartment and a woman was shot. The suspect was a male wearing dark clothing.
  - Francisco Peralta (D9)
    - FY24-25 budget unanimously approved
    - CPPS Funding now open for nonprofits who serve the public
    - City now has cool zones
      - Kensington/city heights/rolando libraries & city heights park
    - All pools are now functioning with full programming and staff
    - Community Clean-Up series with City Heights CDC
      - Supplies all set for volunteers, along University Ave

- Parks After Dark: It is free to the community and will be here until the end of the summer Thurs, Fri, Saturdays
  - Gustavo Bidart
    - Making workshops for Storefront Improvement
    - Sergio and Gustavo are helping to support the narrative of A2C to a nonprofit called NOWCAP on July 30th
      - Marlyn asked if Gustavo can make sure to stop by when they do their tour
  - Viridiana Q (Economic Development)
    - Finalized Contract should be coming soon
    - Sean Plasted is back to the BID team therefore there is some shuffling going around
      - Tootie mentioned that she loves Sean's dedication and knowledge about contracts
    - Team will be going to council to approve funds and if approved the goal is to spread funding, people are welcomed to give public comment
- Public Comment
  - None

**Action Item:**

Sam Potters

We would like to bring Sam back as an interim contractor. Executive board thinks we should as long as it is in the budget they approve

**II. Proposed Motions:**

- Motion to approve Financials for June - Tabled
- Motion to approve Minutes for June - Tabled

**III. Hubs**

- **Hubs - Scheduling Meetings**
  - **30ECB** - At night Jessica mentioned that the only problem there is parking and buses.
    - San Diego Barbers Grand Opening July 28th 12-4PM
  - **Little Saigon**
    - Marlyn invited us all to join her community clean up

**IV. Committee Reports - Information Items**

**Executive - John**

- Working on the different contracts for FY25
- Looking forward to the Developers Tour in October
- Talked about bringing Sam Potters on as a contractor

**BID Alliance- Jackie O'Connor**

- Could not attend the BID Alliance meeting

**Promotions - C. Perez, Chair, Staff**

- Boulevard Sign Celebration - 35 years Sunday Nov. 10th
  - In partnership with University Heights, who have been great partners for the celebration. Planning is moving along well.
- Future Little Saigon Stroll - with Shin Pei
  - Hosting a meeting to pull in business owners to participate
- Fair@44
  - Events and Activation
    - QT Tuesdays - every Tuesday @DOJO
    - Community Free Lunch - Wednesday 1PM
      - With the help of Solutions for Now
    - Crowning Miss Mid-City June 25th
      - A Venezuelan immigrant won the crown

### **Economic Development-** *John O'Connor, chair*

- A2C - Sergio
  - PRONTO
    - Met with Sophia who works for MTS running the PRONTO card program. It is a very easy installment for businesses who would like to participate
    - Launching in conjunction with El Cajon Blvd coffee shops tour because the biggest commuters for MTS are in the morning
  - Town Hall/TAP Presentation- August/September with ULI
  - Akita-Storefront Assistance
    - Anna from Akita is collaborating with Sergio to help businesses on the Boulevard apply for storefront improvements. The focus is restaurants.
    - CIVIC can help upfront the loan, NOWCAP will also guarantee half, therefore it is important to help get the word out in order for businesses to take advantage of it. They meet borrower needs.
  - Dana Mural
    - AR murals could be good in certain circumstances. We are meeting with some businesses who are interested.
  - Town Hall/TAP Presentation and Tour - August/September
    - ULI TAP study presentation on the Central corridor is upcoming.

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

- Update on Maintenance issues: Please see Joint Committee information items.
- Twinkle Light Maintenance- Ongoing with more work happening in FY25
- North Park LMD Survey - Outreach to members and property owners
  - We received enough responses that seems to indicate overwhelming support for a re-ballot.
- Parking management
  - Angle Parking conversions - 78 spaces in 2023 (23 spaces are approved awaiting installation by the City & many more to come)
  - Parking in front of own driveways memo will be written to ask the City for a pilot in North Park
  - Meters: Two new sections - Euclid and El Cajon Boulevard- KenTal voted no on the Euclid project but it can still be installed if the City engineers decide it's appropriate based on other factors. Near Gem waiting for them to install them
    - Meter education continues in order to get the word out

### **Old/New Business**

Business Assessment dollars went up

**Adjournment-** Adjourn 10:32AM