



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, June 16th, 2022 – 9 AM**

**Present:** ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra E., Nicole Fassina ECB BIA Board: Polly Gillette, Luke Nguyen, Julian V, Attendees: T. Hoskins., Christopher Gris, Ben Mendoza, Peter O., Austin Galy, Louise Andrews, Gary Weber, Jen Phillip, Latrell Crenshaw

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

- Introductions
- Elected Officials updates
  - Christopher Gris
    - Billions in relief for rent, public transit, money to CA residents due to inflation
    - AB2316- Allow renters to receive credit on their energy bills
    - The next community coffee hours will take place this Saturday June 18th in Hillcrest. Please send me an email to RSVP so we can schedule some one on one with the Assemblymember.
  - Ben Mendoza (D9)
    - In response to advocacy from many, including the ECBBIA regarding Small Business Enhancement Program (SBEP), it has been requested that the budget comply with Council Policy 900-15 and SBEP should be fully funded at approximately \$2 million, or an increase of \$695,000 from the proposed FY23 budgeted amount of \$1.3 million.
    - The Housing Stability Fund will provide up to \$500 dollars per month in rental assistance for up to two years for those who qualify. It is designed to keep seniors housed and help prevent homelessness before it starts.
  - Latrell Crenshaw- Small Business Support Specialist
    - Various forms of technical assistance to small businesses are available through their office.
    - The Storefront improvement Program has a remaining balance of \$3,300
    - Spaces as Places program - Encouraging businesses to apply in order to keep their outside dining. TOBO permits expire July 13th
  - Officer Hall
    - 2800 El Cajon Blvd - Suspect attacked someone with a wooden stick
    - 4511 El Cajon Blvd - Theft from business
- Public Comment
  - none
- Dates:
  - July 8th Pre-Pride Ride - music, dance, drinks, good vibes

## II. Proposed Motions:

- Motion to approve Financials - May/ June 2022- Approved 1st Jackie 2nd Peter- Approved Unanimously
- Motion to approve Minutes - May 2022 - Approved 1st Peter 2nd Luke- Approved Unanimously
- Motion to approve Parking letter Exec. Comm recommended - Approved 1st Jackie 2nd Peter- Approved Unanimously
- Motion to adopt ECBBIA FY23 working budget - Tabled

## III. Action Items:

- Water Tower Soccer Project - Carlos McCray will be hosting a meeting
- Close out of FY22 and County and LISC Grants are being finalized.

## IV. Hubs

### ● Hubs - Scheduling Meetings

- West End-
  - Knotty Girl Pizza has opened. Please go support them.
  - A mural tour is being developed.
- 30ECB - New Businesses
  - Caffeine and Green - 3072 El Cajon Blvd- Recently opened
  - All Spice - 2878 El Cajon Blvd- Will be opening soon
  - Tacotarian Vegan - 4332 30th St- Will replace Chicago Not Dogs
  - Lang Books - 2903 El Cajon Blvd- Now open Friday-Sunday
- Central -
  - Central Mural Projects are being photographed and shared on social media
  - The lighting is still not fixed and police believe this is bad for crime in the area.
- Little Saigon Working Group- We are working on a planter and light strand project.

## V. Committee Reports - Information Items

### Executive- *Tootie*

- Board of Directors- No update
- BID Training with NCRC FY23 is being scheduled for August with the Hillcrest BIA
- Elisha will be out June 30-July medical reasons

### BID Alliance- *Jackie O'Connor*

- BID Alliance - At risk of SBEP cut. Steve wrote letters to Mayor and Council offices and D7 recommended to fully fund the program.

### Promotions - *P.Gillette, Chair, Staff*

- Fair@44
  - Wednesday Market - trying to work with IRC and might be moving to Sat and Sunday
  - Pride Ride will happen July 8th
  - Calendar of future events- posted on website
  - Push for events and activation so please let partners know the space is available.
  - ACCF Grant D9 will request funding for the Fair.
- New Banners - IRC/ CPPS Grant- No update
- Self Guided Tours being planned
  - Food - Ale Trail, Taco, and Pho
  - Murals
- QR Codes/ Linktree are being used for Fair@44

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

- Access to Capital- Working with Nicole to outreach with home-based businesses
- Development 2022
  - Pre-fab and modular workshop is in the works.
  - 4260 ECB - community action to stop another storage facility on ECB
  - 2519 El Cajon Blvd mixed use, 5 story, ground floor commercial and underground parking

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

- Planters/lighting - Little Saigon Working Group
  - Jackie mentioned there might be some money available to get lighting in those areas that need it.
- SR15 bridge deck
  - CalTrans imagery is outdated and not connected to the community so we are working with groups in the area to develop a forward leaning design that relates to the diversity in the area.
- Angle Parking - We are in the process of installing several blocks of head in parking to gain over 100 spaces in North Park.
- New Meters - Red fox has requested new park meters in front of their property on Mississippi.
- Howard St. Overpass progress and solution- New signs should be installed in the coming months.
- Acorn lighting
  - Little Saigon project with 10 lights is on track in the next 2-3 weeks, part of MAD funding
  - North Park segments have still not been repaired by the City.
  - 805 to 54th St - 30 lights out and also have not been repaired by the City.

**Old/New Business:**

**Adjournment-** Adjourn 10:30AM