



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, June 20th, 2024 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Potters
ECBBIA Board: Christine Perez, Luke Nguyen, Edward Haidar, Julie Tran, Julian Villegas, Kuniko Holmes
Attendees: Jenny Hall, Jeffrey Nguyen, Jonathan, Lynn Elliot, Serafina, Viridiana Quintana, John Peter, Logan Braydis, Francisco Peralta Vargas

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

- Introductions
- Elected Officials updates
 - Officer Hall (SDPD)
 - The illegal gambling room on the 4200 Block of ECB has been shut down by SDPD.
 - 9 people cited
 - 23 games seized
 - Scott Wahl is new Chief of Police, since June 7th
 - Started new changes to the department
 - Goodbody was vandalized. A report was filed and is being investigated.
 - Jenny is checking if a detective has been assigned and if there needs to be further patrolling
 - Logan Braydis (D3)
 - Mayor’s Budget should now reflect a lot of the community input
 - SBEP is now fully funded with an additional \$1 million.
 - CCPS has also been added back into the budget.
 - Tootie added that Senator Atkins has allocated \$30,000 for BID’s
 - New fire chief appointed.
 - Steve and Tootie asked Logan for clarification about zoom rules when it comes to community meetings
- Public Comment
 - None
- Dates:
 - None

II. Proposed Motions:

- Motion to approve Financials - May - 1st Jackie 2nd Julian, Approved Unanimously
- Motion to approve Minutes for May - 1st Peter 2nd Julian, Approved Unanimously

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End - Bikes Mean Business Coupon Book Street Corridor Origins Grocer (fka The Mighty Bin 30ECB)**
 - **Stroll the Boulevard - Friday June 7th - Recap**
 - Band drew a big crowd, lots of great feedback

- **Central**
 - Central Town Hall: was help Wed May 29th 6-7:30PM at Momentum Learning
 - The main issue we want to study is why the Central area is underdeveloped while development is happening on the West End.
 - Steve brought up that we should help work with the Mid-City community plan that way ideas can be combined
 - Tootie added that there are some ideas like renaming the area as “stitch” which isn’t really what we need. Will help guide the TAP in the right direction.
 - Some ideas: Narrow streets, lower speed limits, park space is needed and the brought up turning US bank parking a green space.
 - More development will start to happen if there is a way for us to start these projects
 - In August with their full report they can move forward with the project
- **Little Saigon**
 - Tree Planting Highland - Euclid - 41 trees - The day it went in there was a pre-celebration and the 13th there was another celebration with partners and city officials. Certificates were given to people who helped push the project forward.
 - Julie mentioned that business owners have started noticing the new trees

IV. **Committee Reports - Information Items**

Executive- *John*

BID Alliance- *Jackie O'Connor*

- No update

Promotions - *C. Perez, Chair, Staff*

- Christine said that there is room for improvement
 - Talking about opening galleries, events, more entertainment
- How do we add passport giveaways with businesses similar to what was done at Stroll.
- Fair@44
 - Events and Activation
 - QT Tuesdays - every Tuesday @ DOJO
 - Community Free Lunch - Wednesday 1PM
 - Crowning Miss Mid-City June 25th 6PM
 - Debate is the 27th - Getting people to register

Economic Development- *John O'Connor, chair*

- A2C - Sergio
 - Sergio has been out sick for a week so there is no update.

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

- Update on Maintenance issues: Workers in the median have been trimming the trees in preparation for repairs to the twink.
- The Bridge deck art project funded by CalTans is now almost complete.
 - Tootie mentioned to Francisco (D9) that there needs to be a better way for these sorts of projects to be implemented with the community. CalTrans interaction with us was very limited and they ignored most of our requests.
 - Francisco stated there is a government's affair person at the City who met with CalTrans to discuss this. Something that came out was the

question “When did they ask the community” & they said that they met with the Mayor’s office but he agrees there needs to be more community engagement with community organizations.

- Jackie mentioned that in the past when they have come to meetings they don’t follow up and come just b/c they have to
- Francisco said to let him know if it happens again and they will be able to get a follow up.
- Tootie explained how the Complete Boulevard project was also not engaged with the community as much as it should have been and used out of state contractors.
- Parking management
 - FY25 Budget- Passed committee last month and will go before Council soon.
 - Angle Parking conversions - 78 spaces in 2023 (23 spaces are approved awaiting installation by the City & many more to come)
 - Slow process due to having to reach every resident in the area
 - 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. KenTal will also take a vote on the meters on El Cajon Boulevard between 48th and Estrella.

Old/New Business

- Modern Gypsy- New businesses near El Cajon Boulevard and Wynona.

Adjournment- Adjourn 10:13AM