



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, March 21st, 2024 – 9 AM

Present: ECB ECBBIA Board: Luke Nguyen, John O'Connor, Christine Perez, Edward Hiadar, Julian Villegas, Julie tran. **BIA Staff:** Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca
Attendees: Logan Braydis (CD3), John Loggins, Viridiana (City of SD), Lynn Elliott, Marlyn Gonzalez, Jonathan, Jessica, Vierna, David Moty,

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

- Introductions
- Elected/City Officials- Updates
 - Viridiana (SDPD)
 - Getting things ready for FY25
 - March 13th getting everything ready
 - 1st council hearing April 9 & 2nd one in May
 - John mentioned that it sucks that hours were wasted on audits instead of being out in the community
 - FY23 was completed and moving onto FY24
 - Logan Braydis (D3)
 - Progress is being made but cleanup is required
 - Encampments along 805 will be dealt 4 times this March
 - Offering services to those who want them
 - Working w/ SDPD
 - 4 way stop on Polk has been approved
 - Tootie mentioned how we are working on rebalotting for new assessment district plan
 - Planning a meeting to talk about how to collab with D3 to help with defining what needs to be updated
 - Jenny Hall
 - El Borrego reported gambling machines installed next door
 - Officer cummings spoke to Rodnia about neighbor threatening her and many foot traffic
 - Suggestion for business owners to do their Get it Done
 - New Chief of Police announced: Scott Walls
 - Jenny suggested to restraining order if the issue continuous and gets worse
 - Peter had mentioned that there have also been issues at Cafe Madeleine with panhandlers that is affecting their business
- Public Comment
- Clean the neighbors group - cleantneighbors@gmail.com
 - Organizing clean ups
 - Meeting the 3rd Wednesday of every month
- Alan from Walkabout App

- Work with businesses in the area

II. Action Items

- **Business walk - Oct 26th 2-4PM**
 - Gathering at 1:30 in order to get everyone in groups
 - We have different language speakers, viet vote and volunteers
 - 4th of the City Heights series
 - Business walk will include info about future office hours
- Holiday Bridge Lights - 35 year celebration
 - Signifies the kick off to holiday
 - Looking for interviews to showcase the importance and history of these lights

III. Proposed Motions:

- Motion to approve Financials for Feb 2024 - 1st Jackie 2nd Peter - unam
- Motion to approve minutes for Feb 2024 - 1st Jackie 2nd Peter - unam
- Motion to approve joint committee schedule change - 1st Jackie 2nd Peter - unam

IV. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - Paint and sip all supplies will be provided and there will be happy hour Taproom Co
 - Mardi Gras Super Bowl
 - Including more people on the West End
 - Used funds from D3, Tootie thanked Logan for D3
 - **30ECB**
 - Pure Women's Market - Wed March 24th 12-4PM
 - Stroll the Boulevard - Fri April 5th 4-8PM
 - **Central**
 - Divine Theory -
 - **Little Saigon**
 - Community Clean Up - Sun Feb 24th 8-10AM
 - **East End**
 - New Business: The Baby Trader - resale boutique

V. Committee Reports - Information Items

Executive - *John*

- Too much time is being spent on paperwork (audits) instead of the community

BID Alliance - *Jackie O'Connor*

- Until the issue was resolved going to meetings was hard but Jackie will be back to BID Alliance

Promotions - *P.Gillette, Chair ,Staff*

- Fair Banners
 - March 4th Photoshoot 3PM and we had a makeup session
- Fair@44
 - Events and Activation
 - Partners Meeting
 - QT tuesdays - changing the meetings up to themes
 - Community Free Lunch - Wednesdays 1PM
 - Next month the plant nursery will be ready
 - The seniors will be selling succulents

Economic Development- *John O'Connor, chair*

- A2C Report - Sergio Oaxaca
 - Grants: Helping businesses affected by the flood
 - Hello Alice: useful resource to help businesses find grants
 - Hub walks are being scheduled to West End
 - Tootie suggested that we should schedule a hub walk with Christine from the Neighbors group, & D9 to help us out in reaching business owners

Design/Parking- *Jackie O'Connor, Chair – Aldana, staff*

- Median lighting
 - Two block pilot
 - We have a new MAD manager, CG, he is on top of his work
- Little Saigon Trees - City process issues
 - Replacement of dead trees
 - There have been obstacles in putting up the 37 trees
- New Trash Cans - 44th St
 - New trash have been very efficient and people are using them
- Parking Management
 - FY25 Budget - Pilot community shuttle
 - Goes down the Boulevard, parts of 30th st, University, Fairmount
 - Top 10 Priority Projects
 - Finally accomplished
 - Moving on to submitting the next ten
 - Angle parking Conversions - adding to list of North Park conversions
 - Installations (78 spaces added in 2023) 23 spaces are approved and awaiting installation by the City and many more to come
 - Meters: Two New Sections - Euclid and El Cajon Blvd
 - Jessica asked about a previous issue about switching a red zone to a 5-15 min parking
 - We need to come together to figure out something to make it safer for owners and patrons. We also need advocating to stop the red zones from happening

Old/New Business

Adjournment- Adjourn 10:11 AM