



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, April 21st, 2022 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra E.. ECB BIA Board: Polly Gillette, John O'Connor, Jackie O'Connor, Luke Nguyen, Edward Haidar, Christine Perez. Attendees: T. Hoskins, Sgt Terry, Serafina., Gustavo Bidart, Jason Weisz, Kellie Quinn, Peter O., Austin Galy, Louise Andrews, Gary Weber, Jen Phillip,

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

- Introductions
- Elected Officials updates
 - Jason Weisz (Senator Toni Atkins Rep)
 - Budget will need to be passed by June 15th
 - Gas Tax relief aimed at the most vulnerable
 - Inflation relief, we need to offer this due to rising prices.
 - Dream For All program CA will help the low-middle income residents, 1 Billion dollar investment for 10 years will help with 17% down payment.
 - Question: Can ADU's be bought with this program?
Answer: yes, don't see why not
 - Carolina Chavez:
 - New Ordinance requires a business license for street vendors. This will go into effect June 3rd
 - Seeing worst crisis in the unsheltered
 - Officer Martinez
 - Homicide on 35th St, along with two other shootings near the alley the homicide occurred
 - 3400-3700 having almost 100 calls, lights being fixed can probably help alleviate crime in the area.
 - Officer Hall
 - A gun was discovered in an alley off The Boulevard in North Park
 - Tacos with the cops 2-4pm @ Northgate market
- Public Comment
 - none
- Dates:
 - May 19th Water Tower
 - Stroll the BLVD - June 3rd
 - There is a mural spotlight/ tour taking place in the area to bring attention to it

II. Proposed Motions:

- Motion to approve Financials - March 2022- Tabled
- Motion to approve Minutes - March 2022 - Polly G. /Jackie O.- Passed Unam.

- Motion to approve Parking letter- Polly G./ Jackie O.- Passed Unam.
- Motion for Election of Executive Board- Luke N./ Eddie H.- Passed Unam.

III. Action Items:

- SEI - Form 700 - Thanks to everyone who turned them in, the issues were solved
- Review of FY23 Budget
 - Tootie showed the budget on screen
 - Income of around \$370,000

IV. Hubs

- **Hubs - Scheduling Meetings**
 - **West End-**
 - Break in at Barber Shop
 - Knotty Girl Pizza opening soon
 - Tree issue at BLVD, Dead tree was removed by City crews who said someone from the City will be back to replace it. City MAD staff has since said it was planted by the developer and needs to be replaced by the developer.
 - Parklet demolished on Alabama St
 - The parklet was destroyed by a speeding car trying to avoid a pedestrian in the middle of the street. The driver didn't have insurance but said he will pay for replacement of the parklet.
 - 30ECB
 - 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- Recently opened
 - Central -
 - Central Mural Projects are being photographed and shared on social media
 - Little Saigon Working Group -
 - Continuing to meet, not moving forward with any projects at the moment

V. Committee Reports - Information Items

Executive- *John O'connor, Chair*

- New meeting time, 1st Wednesday at 9AM
- BID Training with NCRC FY23 is being scheduled for August with the Hillcrest BIA

BID Alliance- *Jackie O'Connor*

- BID Alliance - Applications will be taken soon for equity training

Promotions - *P.Gillette, Chair , Staff*

- Fair@44
 - Wednesday Market - trying to work with IRC to get the market going
 - Sunday Market
 - Dojo
 - Calendar of future events- posted
- New Banners - IRC Bootcamp status is unknown
- Flashlights: Seek Beer Co. Scissors & Razors
- QR Codes/ Linktree are being used for Fair@44
- Press Releases- Mural tour & Stroll the BLVD

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

- Access to Capital- Position has been funded by Civic Community Partners. Trying to fill position with help from USD.
- Jeff Barger Farewell- Jad El-Abdallah Welcome CB&T
- Home-Based Business Outreach
 - You Belong Here- Possible future technical assistance event for home-based businesses.
 - Microenterprise Home Kitchen Operation (MEHKO)- All around good program for small businesses. Looking for ways to promote in this area.
- Development 2022- Review, Outreach
 - How do we make ECB more attractive to developers?
- Small Space Initiative - Business Plan in the works

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

- Glenn Torio- Farewell, replacement in July
- Powerwashing schedule is on track.
- Parking Management
 - Angle Parking- New conversions, sending out letters, 107 gain in total.
 - New meters: Status, along 30th street & Mississippi. You are now able to pay with an app but you have to pay for at least an hour. One business on 30th street has complained about the meters.
 - Howard St. Overpass- Issues and next steps- working with city staff.
 - YMCA.4300 Block - Parking removal, opposed to it, Steve prepared a memo that will be sent out from the MCCPD.
- Meter Education Handout- Has been distributed in North Park.
- Acorn Lighting
 - Little Saigon- New Double Globes - Status- On track
 - North Park Segments- 35 lights out. Many have not worked for 5 years.
 - 805 to Park- 30 lights out. The 35th Street corridor is particularly bad.

Old/New Business: Gary Weber, Carolina, Tootie want to get together for a meeting. How do we stop another storage facility from building on ECB?

Adjournment- Adjourn 10:44AM