



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, May 18th, 2023 – 9 AM**

**Present: ECB ECBBIA Board:** Luke Nguyen, Julie Tran, Jackie O'Connor, John O'Connor, Christine Perez, Edward Hiadar, Peter O. **BIA Staff:** Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Potters, Alana Hao

**Attendees:** Logan Braydis (CD3), Jenny Hall (SDPD), Terry Hoskins (SDPD), Jeffrey Nguyen (CD9), Ben Mendoza (CD9), Cesar Solis (50th D), Michael, Rick, Sean Plaisted (City of SD), Latrell Crenshaw (City of SD)

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

- Introductions
- Elected/City Officials- Updates
  - Latrell & Sean (City of San Diego)
    - The City is offering internships, Point and Power Impact
      - 4 internships for business engagement
      - Affordable housing, community development, & other
    - BID budget May 26th
      - Reimbursement packages being worked on
  - Officer Jenny Hall (SDPD)
    - Crime
      - Multiple windows were shot on businesses along El Cajon Boulevard. Two reports were filed and at least one other business was damaged, including The Boulevard office. Then another business on Park Blvd.
      - Lips had a break in where the suspect entered and stayed for a long period of time.
      - There was a robbery at 7/11 in Centra.
    - Tootie asked how economic development can help with security cameras to help businesses with crime? Possibly through storefront improvement?
    - Conversation between officers and Tootie about crime rate rising before Summer
  - Officer Hopkins (SDPD)
    - Asked about repainting the Green zone on 50th St. People getting away with parking b/c they think there is no enforcement. Aldana reported that the request has been submitted through Get it Done and City staff.
  - Logan Braydis (D3)
    - Partnership w/ Mayor to help w/ homelessness
      - 2 safe sleeping sites will be opening soon
        - 28th & B in the City maintenance lot
        - O lot south of Balboa Medical Center - Sept/Oct
    - Restrict people from sleeping in health risk areas



- Monday Clean ups continue with Friends of 50th
  - Inviting everyone to go out there & help w/ cleanups
  - We are asking the Rotary club & schools to participate

## V. Committee Reports - Information Items

### **Executive-** *Tootie*

- Didn't meet because of scheduling
- New plan for subcommittee meetings to be more efficient with time

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

- No update

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

- Banners
  - San Diego County Fair going up in May 29th and will be removed in July
- Fair@44
  - Events and Activation
    - Trans Tuesday new coordinator
    - Community Free Lunch every Wednesday @1pm
    - Bingo
  - Senior Activities
    - Friday Meals - Seniors come and do a potluck
    - Dog Training

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

- Partnerships with developers: NPMAD Reballot to include such items as power washing west of 805.
- A2C Report - Sergio Oaxaca
  - PPT Presentation at Civic Board (May 24th)
- Development Tour will partner with Civic, ULI. First round table possibly next week

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

- MAD would do the concrete cut and maintain trees in Viet Vote project
- Fixing Transit Plaza signage: Contract awarded and will happen before the end of June
- FY24 Budget ATI: May 24th and Council: June 13th
- Angle Parking conversion on 37th
  - Conversations w/ residents have been taking place
  - A resident group says 40 residents of the block are against the change. They say the change would ruin the view & lights shining into homes.
- Meter Revenue - being calculated and coming back to Mid-City district

### **Old/New Business**

- Barn brewery is now closed
- People's Alliance for Justice has teamed up to provide free haircuts to foster youth all May at Freshly Faded.
- Last week Eddie participated at House of Lebanon & got a famous youtuber to come to the restaurant
- SANDAG Bike Anywhere Day
  - Bikes Del Pueblo is hosting a stop at PopUp15

### **Adjournment-** Adjourn 10:22AM