



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, May 16th, 2024 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Potters
ECBBIA Board: John O'Connor, Jackie O'Connor, Christine P, Luke Nguyen, Edward Haidar, Julie Tran, Julian Villegas, Peter Osetek
Attendees: Logan Braydis, Jenny Hall, Jeffrey Nguyen, Jonathan, Lynn Elliot, Serafina, Viridiana Quintana, John Peter, Rodnia Navarro

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

- Introductions
- Elected Officials updates
 - Officer Hall (SDPD)
 - Trying to set up a plan for the El Borrego situation. Officer Cummings will reach out to them.
 - Pedestrians hit by cars on El Cajon Boulevard around 50th St
 - Fatality on May 2nd - Pedestrian had ran into street
 - Fatality on May 6th - No details
 - Viridiana Quitana - Economic Development
 - Budgets approved at Council Committee
 - Working on the contract for FY2025
 - Staying in contact to get everything together
 - Jackie asked Viri if there are any updates on SBEP & CPPS
- Logan Braydis (D3)
 - Approved electric public stations
 - Switching out the ones in Balboa Park
 - Hosted Town hall & Virtual Town Hall
 - The budget review committee will meet today at 2PM. It is the last chance to advocate to SBEP
 - There is still changes and updates that can be included in the budget for FY25
 - Logan thanked Tootie for staying for the entirety of the meeting to give a public comment
- Public Comment
 - None
- Dates:
 - February 19th - Mardi Gras Celebration
 - Friday, March 3rd - Stroll The Boulevard at 30ECB

II. Proposed Motions:

- Motion to approve Financials - November 2022 - 1st Jackie 2nd Julian, Approved Unanimously
- Motion to approve Minutes for March - 1st 2nd Jackie, Approved Unanimously
- Election for Exec Committee -1st Jackie 2nd Peter

- Move forward with slate of election - 1st Peter 2nd Christine, Approved Unanimously

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End** - Paint and Sip at the SD Taproom May 23rd from 6-9pm
 - **30ECB**
 - **Stroll the Boulevard** - Friday June 7th 5-8PM
 - Earth day theme and Bike Ride attached to it
 - My Point Credit Union is sponsoring again
 - **Central**
 - Rock Palace new tenants have moved in:
 - Divine Theory, Elite Madness, Torque Coffee, Fringe Fabrics SD
 - Elite Madness Grand Opening - June 21st, 7-9PM
 - Central Town Hall: Wed May 29th 6-7:30PM at Momentum learning
 - **Little Saigon**
 - Tree Planting Highland- Euclid - 41 trees- Will go in at the end of the month.

IV. Committee Reports - Information Items

Executive- *John*

- We are now on track with the audits and the new contracts should be ready to sign soon.

BID Alliance- *Jackie O'Connor*

- SBEP is a great example of something a BID can do to help our BID community

Promotions - *C. Perez, Chair, Staff*

- BLVD & SD Fair "Let's Go Retro" Banners Up- May 31st
- Fair@44
 - Events and Activation
 - QT Tuesdays - every Tuesday @ DOJO
 - Community Free Lunch - Wednesday 1PM

Economic Development- *John O'Connor, chair*

- A2C - Sergio
 - A2C survey: top 3 issues promo, storefront improvement, parking
 - Sergio helped with Bike racks and getting rid of tree stump
 - Meeting with Greetings Tour to try to find funding murals
- TAP ULI - Meeting June 3rd, 4th, and 5th

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

- Update on Maintenance is on our info items and encouraged everyone to check it out before joint committee meeting
- Planters
- Parking management
 - FY25 Budget- Going through committee this month.
 - 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.

Old/New Business

Adjournment- Adjourn 10:10AM