



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING  
**Thursday, November 16th, 2023 – 9 AM**

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

**Attendees:** Logan Braydis (CD3), Jenny Hall (SDPD), John Loggins, Viridiana (City of SD), Lynn Elliott, Niki, Sean Karafin, Jeffrey Nguyen, Luke Nguyen, Jessica, Eric

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

- Introductions
- Elected/City Officials- Updates
  - Officer Jenny Hall (SDPD)
    - Crime
      - New system kind of hard to work with
      - Detective has a flyer out 2:50am stole high price tools
      - 17 year old shot/ suspect it is gang related
      - El Cid asked how to file a police report
        - A bunch of incidents involving fire, harassment, trashing
        - Logan will follow up with Eric to see how they can help
  - Viridiana (city)
    - BID Workshop took place on Monday
      - Economic development is helping us prepare for site visit and budget business
  - Sean Kerafin (city)
    - Flagging that we hurry up with audits in order to form a contract with the city
      - Can't extend a contract that isn't even established
      - Sean explained to everyone in the meeting how our contracts work
      - ECBBIA is providing all info but auditor is not done with FY2022-24
    - Sean describes the new contract changes that is being changed due to recommendations by BID managers
      - Trying to be more supportive of BID's
      - Micro-districts used to be part of BID Alliance 4 years ago, clear intent now of what areas are served
  - Francisco Peralta (D9)
    - Requests for ADA ramps were reported on Fairmount and El Cajon Blvd
    - Noticed a few encampments on 47th across Hoover HS
    - Attended coffee with principal
      - Meeting for concerns with the area fights between students

- Fairmount-54th st need for attention: need for power washing in the area, abandoned vehicles, and trash
    - Improvements coming to orange ave which may impact the traffic on The Boulevard
    - Steve mentioned that a new staff member will be added to the MAD which will help ease some of the problems in the area
  - Logan Braydis (D3)
    - Idaho & El Cajon blvd - encampment found so Jenny Hall has been made aware and patrolling has been places
    - Letting Eric know that he is here to help
    - O-Lot sleeping lot 80 unsheltered individuals living there and working to build trust with residents
  - Sean Play
    - Moved the budget meeting in November
    - Draft budget to Jan 1st
    - Viri will now be direct contact to the Boulevard
- Public Comment

## II. Action Items

- Holiday Bridge Lights - 35 year celebration
  - Looking for interviewers to showcase the importance and history of these lights
  - Expanding in the next few weeks to more meetings to finalize party
- MAD Budget
  - Discussion during Joint meeting where some things were called out
  - Looked over every line

## III. Proposed Motions:

- Motion to approve MAD Budget - 1st John 2nd Julie - unam
- Motion to approve meeting minutes of Oct - 1st Jackie 2nd Julie - unam
- Motion to approve Financials for Sept 2023 - 1st Jackie 2nd Julie -

## IV. Hubs

- Hubs - Scheduling Meetings
  - West End
    - Tourism - Take on increasing business in the area
    - Sergio is working to pull another meeting to discuss how we build upon the momentum
  - 30ECB
    - Igniter Beer Garden - June Shine went national after leaving igniter and the igniter currently hosts 3 amazing breweries
      - Trying to mimic garden
      - How to get a single permit for everyone
      - Niki mentioned how they still don't have their patio permit
        - Viri is helping with looking into that
    - Stroll the Boulevard - Dec 8th 4-8pm
    - North Park Clean Up Sat Nov 18th 10am-12pm
  - Little Saigon
    - Trees - LS Working Group
      - Gem Coffee Clean up happening Sat Nov 18th 8-10am
  - East End
    - Monday Clean ups continue with Friends of 50th
      - Still working on getting invitations to more people.

## V. Committee Reports - Information Items

### **Executive** - *John*

- Didn't meet, get an off schedule meeting going

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

- No report but talk to Tootie and John

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

- BLVD Guide - BLVD Concierge
  - Package with banner roll out
    - Mimicking the fair with their people banners
- Fair@44
  - Events and Activation
    - Thanksgiving Dinner - Nov 20th looking to giveaway 40 turkeys this year
    - 3rd Sunday church service going along with the thanksgiving dinner
    - QT tuesdays
    - Community Free Lunch - has ended

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

- A2C Report - Sergio Oaxaca
  - Restaurant resilience - knowing dec 1st if they received the grant
  - 2 business members want to try for the storefront improvements
- Development Tour 2024
  - Postponed to early 2024

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

- Median lighting
  - Quotes for electrical - people digging up the electrical therefore needs to be replaced with something more foolproof
  - Start off with a two block pilot - \$15-\$20,000 added to budget
- Aztec is back - Cleanup side streets
  - Replacement of dead trees
    - Planting 35 new trees
  - Bridgedeck
- Parking Management
  - Top 10 Priority Projects
    - Include things like red curb/green, new parking
    - Haven't heard back about timeline
  - Angle parking Conversions - adding to list of North Park conversions
  - Education for business and electeds
  - Shuttle service in the area starting around May

### **Old/New Business**

**Adjournment**- Adjourn 10:30 AM