



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING  
**Thursday, October 19th, 2023 – 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, Sam Potters, Sergio Oaxaca

**Attendees:** Logan Braydis (CD3), Jenny Hall (SDPD), Serafina Marquez (SDPD), Josh Cummings (SDPD), Jason Weisz, John Loggins, Viridiana (City of SD), Lynn Elliott

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

- Introductions
- Elected/City Officials- Updates
  - Officer Jenny Hall (SDPD)
    - Crime
      - PDiddy is back and Tootie mentioned that there is a warrant out for him
      - Vallarta - broken into at 4am & there is video that needs to be checked out
    - Sat. Oct 28th National Subscription take back day 10am-2pm
    - Tootie asked about SD GET IT DONE when it comes to parking issues and the issue is they don't come out enough.
      - Officer Hall said she can help report as well.
  - Jeffrey N (D9)
    - SBEP is usually a problem point every year
    - Sean has a lot on his schedule with his new baby and needs to be given a heads up
  - Logan Braydis (D3)
    - Budget Survey - to know about what's needed for budget
    - 20th & B operating
      - Operating at full capacity, and many success stories
    - "O" Lot is opening up
      - "Showers, mental health, employment resources.
      - Tootie asking for updates on how we move
  - 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**

- **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 Meeting Minutes - - Tabled
- Motion to approve Financials for August 2023 - Tabled

### IV. **Hubs**

#### ● **Hubs - Scheduling Meetings**

##### ○ **West End**

##### ■ **Tourism**

- Changing the way city government thinks about the BLVD
  - Didn't get the grant for tourism
- J. Cooley museum is very interested to be part of the developers tour

##### ■ **Lafayette Hotel Press - Focus on showing the role of some of the people behind the scenes that made the project possible.**

##### ■ **Spring course semester - John Loggins would be willing to put out an ask about seeing what students would like to volunteer.**

##### ○ **30ECB**

##### ■ **Igniter Beer Garden - June Shine went national after leaving igniter and the igniter currently hosts 3 amazing breweries**

- Trying to mimic garden

##### ■ **Belching Beaver - won an award**

##### ■ **Kansas St. - Looking like January will be the completion date but John will be updating in next Joint Meeting**

##### ○ **Little Saigon**

##### ■ **Trees - LS Working Group**

- Gem Coffee Clean up happening Sat Oct 21st

##### ○ **East End**

##### ■ **Monday Clean ups continue with Friends of 50th**

- Still working on getting invitations to more people
- Tootie mentioned the area is very dangerous for pedestrians as it is a very car centric place. Speed reduction has been asked for.

### V. **Committee Reports - Information Items**

#### **Executive - John**

- Looking for Bookkeeper position to be filled and trained well in order to keep our bookkeeping staff reputation up again

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

- They have been doing an inventory of equipment and inventory.

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

- BLVD Guide - BLVD Concierge

##### ○ **Package with banner roll out**

##### ■ **Mimicking the fair with their people banners**

##### ○ **QR codes directed to tours and website**

##### ○ **Promotion package with Banner - Roll out in Nov.**

##### ■ **Along with the 35 years of the bridge light project**

- Camino De Almas - Mid-City Día de Muertos

- Taking place on Nov. 1st
  - Catrina & Calaverita Contest
  - Food & Refreshments - Sponsored by MyPoint Credit Union
  - Altars at GEM, YMCA, El borrego, and Fairat44
  - Mariachi victoria's 5th year working this event with us
- Fair@44
  - Events and Activation
    - Ghost Stories - every Wednesday in Oct
    - QT tuesdays
    - Community Free Lunch
      - Need funding for it

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

- Lafayette Hotel Economic Impact and press release
- A2C Report - Sergio Oaxaca
  - Grant hub: Hello Alice - A website where people can fill out different forms/grants
  - Getting grant out to a few businesses to apply for Grant sponsored by Etsy
    - 3rd Round
    - Southern CA Job Creators
- Development Tour 2023
  - Partners - Fenton, Malick, and Civic Community Partners
  - Purpose/Scope - November
    - John requested
      - Steve send past TAP results
      - Commented on how the city isn't actually helping developers to get things out faster
      - Tootie added onto John's comment because we need to start moving things forward when it comes to permit. Ex.) Birria La Mexicana is taking almost a year to get their permits for the food truck
    - January is the month we are aiming for event

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

- Median lighting
  - Pilot project
  - Up in crashes on the Boulevard
  - It will be a two block pilot
- Aztec is back - Cleanup side streets
  - Replacement of dead trees
    - Planting 35 new trees
  - Bridgedeck
- Parking Management
  - Top 10 Priority Projects
    - Gain of 100 parking spots ready and approved but no response on when they'll be put in
  - Angle parking Conversions - adding to list of North Park conversions
    - Had a talk with Rick about taking a deep dive and finding out what's best about his community.

**Old/New Business**

- Toys for tots - Bikes, scooters, looking to support & volunteer

**Adjournment-** Adjourn 10:25 AM