



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, October 17th, 2024 – 9 AM**

**Present:** ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Sergio Oaxaca, Sam Poters, Max Jimenez

ECBBIA Board: Jackie O'Connor, Luke Nguyen, Julie Tran, Eddie, John O'Connor, Christine P, Peter O, Julian

Attendees: Logan Braydis, Jonathan, Lynn Elliot, Serafina Marquez, Viridiana Quintana, Francisco Peralta Vargas, Lynn Elliott, Fatima Maciel, Jessica, John Loggins, Christopher Ward,

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

- Introductions
- Elected Officials updates
  - Christopher Ward (D3)
    - 12 bills signed - No vetoes
      - Bills were signed against hate, including to help protect trans students and laws to help prevent people from being outed while in school (CA) This bill also protects teachers.
      - Helping victims of doxxing, this is already a crime but if you have been harmed, there is now more support for victims.
      - Supporting senior housing for the elderly, support systems: more tools for housing for staff and students.
      - Affordable housing development: Property tax extension
      - Change to active shooter drill, 1st in the nation, the community will be aware and activities will need to be age-appropriate without inducing fear and trauma
      - In order to support buses to move faster, Chris Ward helped to change the policy to help transit by creating a yield sign kind of like the pedestrian one telling people the bus is coming back into traffic
      - Entering next year with a more stable budget
      - Jackie asked a question about how developments happen, Chris mentioned that the city has authorized those things. San Diego is trying to focus on housing and how transit connects. This creates a need to not intensify other areas.
      - Tootie invited Chris Ward to the Developers Tour
    - Cesar Solis - Rep Peters
      - Deadline is at the end of the month: Continuing resolution will continue spending at the same level
      - Money will help with the wastewater plan at the border
      - Sharing that service academy nomination is open
        - Students can submit to the office, deadline is Oct 18th 4PM
      - Inauguration tickets will be announced after the election

- Passport process can now be done online
  - Officer Martinez (SDPD)
    - Car Audio Heaven was burglarized, the male was taken into custody
    - A string of burglaries happened in the College area
  - Viridiana Q (Economic Development)
    - Purchase order set up, including SBEP
      - Additional funding In 4 different categories (SBEP)
    - BID Alliance is getting Senator Atkin funds. The first disbursement was received
    - City's IT department is hosting a security workshop on OCT 22nd
- Public Comment
  - None

**Action Item:**

The Boulevard Sign 35th - Nov. 10th

Community Engagement Survey 2024 is now live - we want to get as many people as possible to engage in the survey

**II. Proposed Motions:**

- Motion to approve Financials for September - 1st Peter 2nd Julie - Unam
- Motion to approve Minutes for September - 1st Julie 2nd Peter unam
- 3 month extension to Tootie's Contract - 1st Eddie 2nd Peter

**III. Hubs**

- **Hubs - Scheduling Meetings**
  - **30ECB** - Tablespoon is now open 2878 El Cajon Blvd
    - San Diego Barbers Grand Opening July 28th 12-4PM
  - **Central** - Torque Coffee now open 3459 El Cajon
    - Neighborhood Council Meeting - Corridor
    - Rock Palace / Circle Sound
      - Torque Grand Opening
  - **Little Saigon**
    - Little Saigon Stroll Oct 11th 5-8PM
      - Recap

**IV. Committee Reports - Information Items**

**Executive - John**

- No Update

**BID Alliance- Jackie O'Connor**

- They were planning an event at the Lafayette hotel - Nov. 11th

**Promotions - C. Perez, Chair, Staff**

- Boulevard Coffee Tour
  - Takes place October - December and is now live
  - Coffee places are really good for the communities and get people together
  - Christine mentioned that the coffee tour has really kicked off great, many people didn't know about all the coffee shops on the list
  - Self-Guided tours are great especially for a really big district like ours that is not condensed into one area (compared to something like a one-day taste event)
- Dia de los Muertos - New thing we're doing is doing a lead up event is an Altar Market - Oct 23rd. There will be workshops, sellers, and musical performances

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

- A2C - Sergio
  - A2C Report - Sergio Oaxaca
  - Developer's Tour 4.0 - Postponed

- Mid-City Communities Plan Update- A meeting will be held in December- Date TBD
- Small Business Saturday - Nov 30th

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

- Update on Maintenance issues: PO has been in place and will start to see work with that
  - New Manager named Joe, CJ is out temporarily out or permanently
- Trees - 42 new trees are in the process of being placed in
  - West Coast Arborists is taking care of the trees there and they are now maturing
- Sculpture by Vicky Leon, looking to be placed in the median at 5280 ECB
  - It has now got approval and it is now moving forward. It will now be flat instead of on a pedestal
- Parking management
  - Angle Parking conversions - 60 spaces are approved and waiting to be installed
    - Installations are not happening because transportation is focused on implementing daylighting projects.
    - Just last week more notices for projects were mailed
    - Logan added more on the state-mandated daylighting law
  - Meters: Two new sections - Euclid and El Cajon Boulevard- Waiting to be installed
    - One day: 19 cars cited, 8 vehicles towed on 44th
  - During the last clean up Tootie noticed there are a lot of parked vehicles that aren't moving - (area by GEM coffee)

**Old/New Business**

- Hoover High School is celebrating their 95th anniversary on Nov 2nd

**Adjournment-** Adjourn 10:09AM