



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, September 15th, 2022 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Raffaele Nicolella, Alana Kilahao

ECB BIA Board: John O'Connor, Jackie O'Connor, Polly Gillette, Julie Tran, Chrstine Perez, Peter Ozetic
Luke Nguyen, Cuong Nguyen, Julian Villegas, Edward Haidar,

Attendees: Officer Martinez, Officer Hall, Officer Hopkins, Jeffrey Nguyen, Latrell Crenshaw, Michelle Munoz, Gary Weber, Jason Weisz, John Loggins

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

- Introductions
- Elected Officials updates
 - Christopher Gris - Assemblymember Chris Ward, State of California, 78th Assembly District
 - Low & middle income stimulus coming
 - \$350 million of \$2 billion coat for rail line repair in Del Mar
 - Jason Weisz- State of California Senate President pro Tempore Toni G. Atkins
 - Legislative session is over and many climate change measures have passed.
 - The goal is to phase out the sale of new gas-powered cars by 2035.
 - Latrell Crenshaw (City Economic Development Department)
 - Storefront improvement program, reimbursement up to \$8k and free architect services..
 - As part of the FY22 agreement, under accountability, board and staff must participate in an annual Diversity, Equity & Inclusion training.
 - Officers Serafina Martinez, Jenny Hall & Terry Hopkins (SDPD)
 - 2 stabbings. 3 incidents happened recently near El Cajon Boulevard. One of the stabbings took place on the 4600 block.
 - Adding cameras is important for the businesses, asking businesses to report the issues in order to get more police presence, issues like encampment, disturbance, robbery, or assault with deadly weapons.
 - 50th Street methadone clinic has closed but many related issues are still anchored in the area.
 - Jeffrey Nguyen (D9)
 - Next Monday Sept. 9 will be a meeting dealing with homelessness.
 - FY24 budget process is starting earlier this year. Please fill out the survey for budget priorities.
- Public Comment
 - Peter asked for clarification on Spaces as Places Program vs Storefront Improvement Program. Latrell explained that SIP is facade Improvements and

Spaces is variations of outdoor dining. He added that there is help available from DSD on Spaces as Places permits.

- Dates:
 - NCRC trainings 09/22 @ 1601 University 9am-1:30pm
 - Community Resource Fair Sept 28th Copley-Price Family YMCA

II. Proposed Motions:

- Motion to approve Minutes - August 2022 - 1st Polly, 2nd Jackie- Passed Unam.
- Motion to adopt ECBBIA FY23 working budget - 1st Jackie 2nd Polly Passed Unam.

III. Action Items:

- Anti-Harassment & Inclusivity Training - Sept 22nd. All board and staff must attend. 9am-1:30pm

IV. Hubs

- **Hubs - Scheduling Meetings**
 - **Mural Tour-** We are in the process of creating a tour for each hub.
 - **Sidewalk Banners-** We are exploring new designs to promote the mural tour.
 - **West End-**
 - Survey for Engineers Report - Update
 - Lights out on The Boulevard
 - SD GET IT DONE
 - Letters to Elected
 - What other avenues
 - **30ECB**
 - Stroll the Blvd
 - Blue Poke opening soon - 2885 El Cajon Blvd
 - **Central**
 - Maryan Green is trying to get Normal Heights Markers signs
 - **Little Saigon**
 - Working Group consist of everyone except Little Saigon Foundation
 - CUMO, USD discussion - October 25th we will be hosting 50 USD students.
 - Meeting with Su and Tram from the Little Saigon Foundation.
 - LS working group planters
 - Phases LS priorities
 - Safety & Planting Opportunities

V. Committee Reports - Information Items

Executive- *John O'Connor*

- BID Training with NCRC FY23 is being scheduled for August at the Hillcrest BIA

BID Alliance- *Jackie O'Connor*

- SBEP Policy has changed and the BID Alliance is working on next steps.

Promotions - *P.Gillette, Chair ,Staff*

- Fair@44
 - Birria La Mexicana residency is up and running
 - #Popupshop
 - Hoover Speaker Series, 3 speakers coming to Fair@44

- Mid-City Family Apartments and the 500 new residents will be joining the community soon.
- AHF (AIDS health foundation) show and community outreach will be at the fair.
- Oct. 1 Health Fair
- Oct. 25 CUMU event with USD
- Camino De Almas is on November 2nd with El Borrego and a movie at the fair.
- Self Guided Tours
 - Food - Ale Trail, Taco, and Pho are in the works
 - Mural - Will be debuting in the next couple of months. QR Codes/wayfinding project will be used to promote the tour

Economic Development- *John O'Connor, chair*

- Home Based Business Outreach
 - Data Collection is continuing
 - Survey- phone calls are being made to encourage people to fill out surveys
 - Package for USD 1st semester
 - You Belong Here Fall event is being planned
- Development 2022 - Review, Outreach
 - Prefab - Modular housing event is in the planning phase
 - 4233 Kansas St, 23 micro units had a groundbreaking ceremony. Average unit size will be 500 square feet.

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

- SR15 bridge deck
 - Art focus, budget, and maintenance. Working with Caltrans on the project plans and City of San Diego with the future maintenance.
 - Hub walks with Elvis started with tree placement on the blocks east of SR15.
- Parking management
 - Angle Parking & new conversions are being conducted on several blocks
 - 51 approved spaces waiting to be installed from last round of noticing
 - 189 notices mailed could result in a 55 space gain if approved
 - Louisiana and Arizona in process
 - Parking meters - social equity and education. We want to make sure all the meters accept coins and the public understands that meters help promote turnover.
 - Mid-City only district where all meters still have coin slots
- Acorn lighting
 - City Staff -
 - Lighting Out along the BLVD- Mayor's office needs to step in to help solve the power issues for several lighting circuits along The Boulevard
 - Crime and Safety
 - Little Saigon - New double globes - emailed resident engineer and they are waiting on power connections from SDG&E

Old/New Business: Edward Haidar announced that Mama's Bakery will have a new location soon. They are moving the new building on El Cajon Boulevard at Mississippi. He just toured the new building, which is already fully leased.

Adjournment- Adjourn 10:49AM