



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, Sept 21st, 2023 – 9 AM

Present: ECB ECBBIA Board: Luke Nguyen, Jackie O'Connor, John O'Connor, Christine Perez, Edward Hiadar, Peter O. **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) Rick Rosheca, Latrell Crenshaw (City of SD), Jason Weisz, John Loggins

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

- Introductions
- Elected/City Officials- Updates
 - Officer Jenny Hall (SDPD)
 - Crime
 - Man who often causes problems on El Cajon Blvd and Fairmount is being charged with a felony for assaulting a man. There are also multiple restraining orders against the man.
 - Pursuit - Located on El Cajon blvd resulting in a rollover crash at 3500 ECB.
 - Get it Done is the best way to report encampments.
 - Safe Sleeping Ordinance - New facility opening in the Balboa Park area.
 - 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.
 - Officer Serafina Marquez (SDPD)
 - People dealing with trespassers and encampment is the focus and there has been a slow response. Area around Menlo has been problematic.
 - Jason Weisz (Tony Akins)
 - Change to mental health service act - change how money can be used to help the unhoused.
 - \$6.3billion bond measure to help with housing.
 - California lawmakers vote to end travel ban to states with anti-LGBTQ laws
 - Protect abortion providers - prohibit insurance providers from repealing payment.
- Public Comment

II. Action Items

III. Proposed Motions:

- Motion to approve Meeting Minutes - Sept 2023 1st Jackie O, 2nd Christine P. - Unam
- Motion to approve Financials for Sept 2023 - Jackie O., 2nd John O'Connor - Unam

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
 - Events
 - 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
 - Development cant pencil out yet in the area

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

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

Adjournment- Adjourn 10:15 AM