



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, September 19th, 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, Cesar Solis, John Loggins, Evan Bassili

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

- Introductions
- Elected Officials updates
 - Fatima (Mayor's Office)
 - Transportation dept - 149 street lights service requests they closed 50 of those requests and will be back in January
 - Fixing single street lights are working to address issues more quickly
 - Robberies are down 6%,
 - Unveiled cultural plan, the feedback form is due Oct 12th
 - 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
 - Sharing that service academy nomination is open
 - Students can submit to the office, deadline is Oct 18th 4PM
 - Inauguration tickets will be announced on a newsletter until after the election
 - Passport process can now be done online
 - Officer Martinez (SDPD)
 - Many vehicles have been stolen along the Boulevard
 - August 5th, illegal practices by S&S towing, when the warrant was happening the tow trucker shot himself
 - Calling for anyone who was a victim of illegal towing
 - New Captain: is going to retire at the end of the year
 - Logan Braydis (D9)
 - Hanging banners for small businesses Capacity Grant Building Program
 - The Boulevard can't double dip in those funds due to SBEP but another organization can and the Boulevard can help
 - Budget Season
 - Sept 25th budget survey is live and people can vote on that
 - Viridiana Q (Economic Development)
 - Purchase order set up, John followed up with a question on the timeline about funding

- SBEP was fully funded to 1.8m due to all organizations
 - Funding will be coming through soon
 - Viri lets everyone know that they are welcome to reach out if they have any questions and everyone is back to business
 - Public Comment
 - None

Action Item:

Discussion on Developers Tour - Friday, Oct 11th

Highlighting areas on Fairmount & El Cajon Blvd, next stop is corridor, last stop Lafayette

Price Charities will be giving speech on affordable housing

Assembly member Chris Ward

1st one was 12 years ago - John says thanks to Dev Tour 1.0 has been replicated or mimic'd since then nationwide

The Boulevard was turned down from tourist dollars but we have one of the most beautiful hotels and drive through 4 different neighborhoods - Tootie

YMCA will host guests from across the country at the Lafayette

II. Proposed Motions:

- Motion to approve Financials for August - 1st Jackie 2nd Peter Unam
- Motion to approve Minutes for July - 1st Julian 2nd Christine unam

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
 - Great addition to the corridor
 - Next Thursday Corridor meeting next Thursday
 - **Little Saigon**
 - Little Saigon Stroll Oct 11th 5-8PM
 - Developers tour will coincide with that and drop people off at the time

IV. Committee Reports - Information Items

Executive - John

- Next meeting this week, report will be next month

BID Alliance- Jackie O'Connor

- Alliance will meet next month
- \$30,000 Tony Akins donated to BID's, application process more details later

Promotions - C. Perez, Chair, Staff

- Boulevard Coffee Tour
 - Deals get done
 - Dia de los muertos, Friday Nov 3rd, Food, Shorts for dia de los muertos

Economic Development- John O'Connor, chair

- A2C - Sergio
 - Eli's Peruvian - wanted some outdoor seating, like torque she wanted outdoor seating to help her business
 - Wants an event centered around her culture
 - She would also like Machu Pichu AR Art piece on her window
 - Partners of CIVIC say they will guarantee small loans for Latinas, which can help her double her seating capacity
 - Space Bar just wanted more seating for the outdoor, they would like to see more community at businesses, walking and eating on the sidewalk, more trees

- Maria's are looking for a small loan to repair their AC, their flowers need to stay alive during summer, he might also like a website which Sergio tends to make a connection with Accessity

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
- Sculpture by Vicky Leon, looking to be placed on 52nd st 5280 ECB
 - The sculpture weighs around 200lbs
 - City of Carlsbad gave all the pieces for it to be moved, which is currently being worked on with the MAD
- Parking management
 - City is working on red conversions
 - Angle Parking conversions - 60 spaces awaiting to be approved
 - Just last week we are looking to put in many more parking spaces
 - Logan touched up more daylighting
 - Meters: Two new sections - Euclid and El Cajon Boulevard- KenTal voted no on the Euclid project but it can still be installed if the City engineers decide it's appropriate based on other factors. Near Gem waiting for them to install them
 - Parking enforcement - thanks to Claudia
 - One day: 19 cars cited, 8 vehicles towed

Old/New Business

Adjournment- Adjourn 10:18AM