



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
**MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING**  
**Thursday, August 19th, 2021 – 9 AM**

**Present:** ECB BIA Staff; Alexandra Espejel, Ayano Morrisette, Tootie Thomas, Steve Aldana. ECB BIA Board: Jackie O'Connor, Polly Gillette, Cuong Nguyen, Luke Nguyen, Christine Perez, Julian Villegas, John O'Connor, Christine Perez, Peter Osetek, Edward Haidar  
**Attendees:** Ben Mendoza (CD9), Carolina Chavez (CD3), Edwin Lohr, Aaron, Louise, Peter Osetek

**Call to Order and Introductions – at 9:00 AM John O'Connor, President**

**I. Public Comment and Representative Report**

- Aaron (Rep. for Nathan Fletcher) : County grants are available. If anyone needs help, send them to him. A new rep will be assigned to ECBBIA soon.
- Cristopher Gris (Assembly member Chris Ward) : In addition to AB897 and AB223, climate resiliency, fire prevention are top priorities. AB43; Tootie asked for Assembly Member Ward to support local ability to lower speed limits. It would give the state flexibility to round down to the 85th percentile speed when necessary. If approved, the California Department of Transportation and local authorities would be authorized, when performing an engineering and traffic survey, to consider the safety of bicyclists and pedestrians.
- Carolina Chavez (Councilmember Stephen Whitburn) 8/26 wastewater forum. Water rate changes are coming. New grant for SD small businesses and nonprofits. Applications are due 9/24.
- Ben Mendoza (Councilmember Elo-Rivera): The City of SD is hosting forums for wastewater, library master plan and public presentations.
- Jefferey Nguyen (Councilmember Elo-Rivera): Helping translate our surveys to Vietnamese for better communication with Little Saigon stakeholders.
- Police - Officers Hoskins and Hall: Burglary happened at Little Caesars. Wait times have gone up for response and SDPD is in need of more dispatchers. Dialogue with the Police is an opportunity for community members to meet with Hoskins to discuss issues in the community.
- Public comment: None

**II. Announcements and Dates:**

- Sunday Marketplace at the Fair@44 is doing a Pig Roast on August 29th. Vendors will also be selling goods and food.
- Stroll The Blvd - Sept. 3rd, we have new businesses participating this year, like TheMightyBin and Chicago Not Dogs.

**III. Proposed Motions:**

- Motion to approve Financials May & June 2021- Tabled
- Motion to approve Minutes July 2021- Tabled

- Motion to approve Board retreat date and agenda to include Diversity and Inclusivity training A-HIT- Tabled

## V. Hubs

- **Hub Meetings-** Ayano: Trying to get businesses to participate in the meetings. 30 ECB is great at responding. Outreach to other hubs has been more challenging.
- **Parklets-** Steve: Parklets and Program Places and Spaces
  - Working with Business Owners to come into compliance. Businesses could be fined \$100/day. So far the SDFD has not visited the businesses on ECB. Cafe Madeline: wants to comply but with COVID the outdoor seating is needed.
- **Community Clean Ups-** 8:00AM Friends of 50th, Terry said they moved to Monday, Ben Mendoza said District 9 is interested in doing clean-ups.

## VI. Committee Reports - Information Items

### **Executive-** *John O'Connor, Chair*

- AD Hoc meeting on FY22 Budget and ByLaws - No update
- Introduction of new Admin Staff, Alexandra Espejel
  - Working with DOR (Department of Rehabilitation) to give 16-21 year olds real world work experience. Jackie O'Connor used to work with the program and had a wonderful experience.
  - Housekeeping, moving files to a digital format in order to be more accessible.
- New Grants: \$20k from the County include funds for new banners. LISC \$20K grant to build businesses. Going back next week for additional funding.
- Meeting schedules have mostly resumed. The Promotions meeting time is still TBD.

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

- No update

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

- Fair@44 Activities are ramping up, including daily and weekly events.
- New Banners
  - County Grant received to help with the project.
  - Little Saigon will have their own design.
  - IRC banners to highlight refugee and immigrant business owners in a future program.
- Spotlights/Flashlights- Ayano and Alex have been highlighting businesses on social media, recently adding an IG reel of one of the new businesses.
- MTS Pronto launch- The cards are free in September.

### **Economic Development-** *John O'Connor, chair - Forman, staff*

- Access to Capital -Ayano gave an update on her activities.
- LISC Work within City Heights- Helping to boost businesses.
- Business Outreach Survey is collecting data to check status and need for resources. It is ongoing.
- The BLVD is Hiring! With everything opening, businesses need help hiring staff. They will be sent a form to fill out and will be collected on hub walks. The jobs listings will be posted on our website.
- "Missing Middle" impact housing is led by Danny Fitzgerald. They have started a company that builds modular high density housing.

- Development 2021: Total is over 600 units under construction or in the pipeline, Jackie is asking to promote businesses around the area where it is being built. John added that we should create a Boulevard move-in guide
- Small Spaces Lease: No update.

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

- 15-Fairmount Tree update - No response from the city on permit status.
- Parking Management
  - Not responding to lag in installing already approved projects
  - New meters, easier to install now but will require public outreach.
- Permanent Bus Lane/TEAH- Tootie is attending meetings on making the BUS/Bike lane permanent.
- Crosswalking Safety and Branding- No update
- LS Placemaking, transportation, and public art survey- Ayano and Alex are going to be collecting these surveys.

**Old/New Business:** Giving thanks to staff at the office.

**Announcements and Adjournment-** Adjourn 10:27AM