



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, September 17th, 2020 – 9:00 am

Present: President John O'Connor, Jackie O'Connor, Polly Gillette, Julian Villegas, and Carlos Solorio (left meeting @10am). Staff: Steve Aldana, Beryl Forman, Liz Masad, Tootie Thomas. **Absent:** Lili Klu, Edward Haidar, Cuong Nguyen

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

I. Public Comment and Representative Report

- **Sup. Nathan Fletcher (Makana Rowan; makana.rowan@sdcounty.ca.gov)** Shared links via email) **Comment;** T. Thomas input; spending for both indoor & outdoor County guidelines becoming an expensive burden for business owners. Bad actors (businesses not abiding by county health guidelines). Tootie supports omitting SDSU COVID data from County reports. Julian Villegas (Copley YMCA) Opening and closing has had a negative impact on families trying to survive. Re-opened pre-school (38 kids enrolled) and infant toddler programs, which are the only ones operating in the County.
- **Council President Georgette Gomez (District 9) - Representative Stopher Vallejo (cvallejo@sandiego.gov).** Returned early Sept after recess. Worker protection ordinance extends sick leave for employers with over 500 employees. Extended waivers for gyms. Eviction moratorium over at the end of Sept 2020. Census Outreach has a 9/30/20 deadline and is focusing on harder to reach populations. Bridge desk questions refer to Lara Gates.
- **Public Comment:** Jeff Barger (CA Bank); coin shortage. Peter Osetek (Cafe Madeleine) Bulk of coins to bank? Yes! Highlight article on impact of COVID: Advice moving forward, display safety precautions, cleaning procedures. Consider government programs (SBA Financing). Pivot to curbside service, adapt to realities.

II. Announcements and Dates: Beryl Forman

- Circulate San Diego Momentum Award Nominee; 8/1/20 @530pm.
 - Complete Streets Award; ECB BIA

III. Proposed Motions: (Tabled due to lack of quorum) Moved to Oct 2020.

V. Hubs

- **BLVD West** (T. Thomas) Push to stop New City America assessments. Remove ECB BIA from North Park MAD. District 3 Candidates pushing for more community involvement to slow the process. North Park Main Street would like to take over management of the NPMAD. They are going to community groups for support.
- **30ECB** - (J. O'Connor) Digital Gym departure. Clean ups are happening. In addition 6 new trash cans have been added. Please use Get it done. LIPS and Tiger! Tiger! Letter

of Agency: homeless encampment, trash/graffiti, etc. Vacancies: 3078 ECB, 3052 ECB - Peter from Cafe Madeleine received a lot of help from ECB BIA; parklet is working great.

- **Little Saigon** (B. Forman) - Community Organizer has been working for a month. Businesses want outdoor dining.
- **Fair@44** - #TakeWhatYouNeed Tuesdays; started small home distribution and expanded to Fair@44. They are now working. Should be highlighting the impact of funding given to other organizations. Dojo needs to re-attach solar and repair the trailer. High Tech Library - starting committee to make sure the library happens.
- **BLVD East**- Clean Ups; early Wed mornings. Auto Zone & Pawn Plus has joined bringing the community in that area together. Trees; community work with Glenn - identified 25 locations from 52nd St. to 54th St.

VI. Committee Reports - Information Items

Executive - *John O'Connor, Chair*

- Bookkeeper Financial Summary:
 - Financials - Tabled
 - FY 2020 Budget Close out
- FY21 Budget Ad Hoc
 - Office discussion (close and work out of co-working space. Will develop a plan for review. Tabled discussion until then.
- BID Alliance- Tootie attended; voted to craft a letter to have MAD formation process looked at and recommend a clear notification process.

Promotions - *P. Gillette, Chair / B. Forman, Staff*

- B. Forman hosted Stroll - less participants so they spent more time with those who were open.
- Baby Goods @ Fair was very successful.
- Masks giveaway & fashion show event w/ IRC @ San Diego Design Week. Media coverage; KPBS, Channel 10. Video is OUT on Instagram accounts.
- Virtual Cooking Classes: Last cooking class was El Borrego. Classes to expand to a proper video show with better equipment on YouTube = work on at Promotions.
- Active transportation scavenger hunt with two events at Fair@44 - hundreds participated.

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

- Access to Capital- Instagram Marketing is working and have added a Blvd specific account. Gion received Black Chamber of Commerce Grant. Online chat w/ Accion to showcase what they have available; services and loans.
- LISC San Diego Grants; \$90k new funds for City Heights applicants; ~20 businesses will be receiving \$4k grants.

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

- Parking Management
 - Free meters & non-enforcement extended to 9/30/2020
 - Angle Parking Projects- City not responding (TBD)
- Tree Prep; trying to move signs out of tree locations. Trying to code compliance - Tootie working with them to let us work with businesses before proceeding with citation.

Announcements and Adjournment- Adjourn 10:54 am