



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, October 15th, 2020 – 9:00 am

Present: President John O'Connor, Jackie O'Connor, Polly Gillette, Julian Villegas, Edward Haidar, and Carlos Solorio. S.Vallejo, Luke Nguyen, Julie Tran, C. Nguyen, Peter Osetek, Terry Hoskins, Lem Sainsanoy. **Staff:** Steve Aldana, Beryl Forman, Liz Masad, Tootie Thomas. **Absent:** Lili Klu, Cuong Nguyen

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

I. Public Comment and Representative Report

- **Council President Georgette Gomez (District 9) - Representative Stopher Vallejo (cvallejo@sandiego.gov).** Grace period ending today for parking enforcement. 2020 Census count is also ending today. Sharing Newsletter: 3 Staff Hires for newly-created Diversity, Equity, & Inclusion department. New Council Representatives for District 3 & District 9, Election 11/3/20.
- **Public Comment:** Jeff Barger (CA Bank) - Creative economic support.

II. Announcements and Dates: Beryl Forman

- Community Clean Ups: East End Hub 10/21 & 10/28/20- There have been more participants and the area cleaned is getting larger.

III. Proposed Motions: Quorum met (P. Gillette & Jackie O'Connor)

- Motion to approve financials: Aug & Sept 2020- JO/PG -Approved Unanimous
- Motion to approve minutes: Sept 2020- JO/PG -Approved Unanimous
- Motion to approve reallocation of resource budget to Fair@44- JO/PG -Approved Unanimous
- Motion to approve allocating \$250 a month for 4 months to Pop Up 15 for maintenance in partnership with BDP. - JO/PG -Approved - One no vote
- Motion to approve E.D: T. Thomas extension. -Approved Unanimous

IV. Hubs

- **BLVD West** (T. Thomas) New City America Proposal has been withdrawn. Public Comment: Jackie O'Connor, C. Solorio: Pledge from elected officials DOES NOT equal legislation so it could happen again. Jackie wants to work on legislation to prevent layering of districts. North Park MAD has two advisory committee seats open. North Park Main Street is exploring taking over administration of the MAD from the City.
- **30ECB** - A weekly clean-up started last week. Twelve businesses helped promoted but there was very little participation. Vacancies: 3078 ECB: Refer to TheBoulevard.org for complete list.

- **Little Saigon** (B. Forman) - Night Market 1st Friday of Each Month...“Saigon Nights”. Terry Hoskins, SDPD MidCity Community Rep & Sgt. Lem Sainsanoy in charge of “Little Saigon” District (tel #619-992-1652 + email: lsainsanoy@pd.sandiego.gov)
- **Fair@44** - #TakeWhatYouNeed Tuesdays; started small home distribution and expanded to Fair@44. It has been very successful and has also been helping people register to vote. Fresh Fruit Swap on Wednesdays has a new sign. Should be highlighting the impact of funding given to other organizations. Dojo Cafe should be reopening in 2 weeks. High Tech Library- Seeking interest from community organizers interested in joining the committee.
- **BLVD East**- Clean-ups on Wednesday mornings have created community. Vacancies: 4904 ECB & 5399 ECB.

V. Committee Reports - Information Items

Executive - *John O'Connor, Chair*

- Bookkeeper Financial Summary:
 - Financials - Approved
 - FY 2020 Budget Close out
- FY21 Budget Ad Hoc
 - Office discussion about converting to a coworking location. (T.Thomas) Cost savings ~ \$24k per year: Rent & Insurance, Water, Cleaning, Internet, Phone, & Electricity bills/expenses. Phone #: move to the internet (mobile phone). Computers: laptops, take home desktops. Mailing Address: Fair@44 or P.O.Box. Digital Office. Future Meeting spaces; YMCA, momentum, Lafayette, co-work space, parkets, activated lots. One Year Plan: Focused on keeping The Boulevard BIA up & running and supporting businesses. Conserves funds and keeps staff and board safe with continued zoom meetings. Next Phase (2 Years): support hub strategy by having a visible presence all over the Blvd. Trailer mobile unit. Public comment: Luke Nguyen = GREAT! Peter Osetek = synergy (ongoing) valuable, Jackie O'Connor is worried about losing clout without a traditional storefront.

Promotions - *JP Gillette, chair - Forman, staff*

- Baby Goods at Fair@44 continues successful distributions every 1st Saturday/Month.
- Cooking Classes: Spotlight should be posted on the website.
- Bikes del Pueblo- New leadership and renewed energy.
- Bridge Deck Lights - T.Thomas is working on a press release covering history and expansion

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

- Access to Capital (L. Masad) - Social Media Marketing is working.
- LISC San Diego Grants; \$90k distributed for City Heights applicants; 20 businesses receiving or received \$4k grants.
- Transit plaza kiosk is stalled as we wait for direction from CD(.

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

- Parking Management
 - 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