



**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION**
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, February 18, 2021 – 9 AM

Present: ECB BIA Board- P.Gillette, Jackie O'Connor, C. Nguyen, C.Solorio, & John O'Connor; ECB BIA Staff- T. Thomas, B.Forman & S.Aldana.

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

I. Public Comment and Representative Report

- Ryan Darsey (D3: Council President Pro-Tem Whitburn); Third party app percentage limit is having issues. The City will be meeting with them. .
- Ben Mendoza (D9: Councilmember Elo-Rivera); Franchise agreements forum meeting on 2/19 at 6pm to discuss Gas & Electric Provider (Mayor Todd Gloria's survey).
- Jefferey Nguyen (D9: Councilmember Elo-Rivera) ECBBIA has a pulse on small business so they would like to hear what is needed in regards to economic relief.
- Jason Weisz (Senator Toni Atkins); The state should be implementing a new round of economic relief: Fee waivers for Barber/ABC licenses, etc. Expanding Earned Income Credit to \$600 payments for income less than \$30k.
- Jeff Barger, Vice President and Business Center Manager (California Bank & Trust) PPP Funding is available again. Only businesses with fewer than 20 employees can apply for relief. Contact info: jeff.barger@calbt.com (619) 521-4010

II. Announcements and Dates: Beryl Forman

- Community Clean-Up: East End; 50th St. & Winona @ 8am. Need support from surrounding businesses.
- Fair@44: Reopening March 1, 2021: Darnelle (MVP) taking over Dojo Cafe. C.Solorio intro of Jibarito Isla food truck...pending MOU; 6 days/week in March 2021.
- Spring Forward Central Town Hall April 8th 5:30PM; Showcasing ECB BIA (I-15 to I-805) A.V; Housing tool kit to maximize density = commercial zone. Reach out to R. Van Fleck at City Heights CDC (B.Mendoza/T.Thomas).

III. Proposed Motions:

- Approve Financials - Tabled for next meeting

V. Hubs

- BLVD West- Hillcrest Grand MAD- Tootie said overlapping MADs is not a good idea and we need to support UH autonomy. North Park MAD has seats available
- 30ECB-Mardi Gras 2021: Virtual event with promotions on ECB BIA social media platforms. Video by C.Solorio
- Little Saigon-OH! San Diego Architecture Foundation: Annual event highlighting City Heights and LS. Video Coming Soon in 2 weeks. Saigon Nights: Placed on pause due to no outdoor dining but should be restarting shortly.

- Fair@44 - #Takewhatyouneed is still happening on Tuesday as is the Wednesday Fresh Fruit Swap. The Jibaritos de la Isla food truck opened mid-February.
- BLVD East- Clean-up- Wednesdays 8AM with Officer Terry Hoskins and John Royal

VI. Committee Reports - Information Items

Executive- *John O'connor, Chair*

- Election in April - Please send recommendations for potential board members.

BID Alliance- *Jackie O'connor*

- They have been working on COVID support. Jackie suggested looking at their website which includes a lot of useful information: <https://www.bidalliance.org/>
- It was asked if SBEP could be taken away by the City. Gary Weber said he believes it could.

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

- Virtual Stroll is not happening this quarter.

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

- Access to Capital - In the process of hiring a new person.
- LISC Work within City Heights- A new round of grants will be announced soon. This includes a gift card program. A community impact report is in the works.
- Bridge Deck Lease - CBDG funding requested by the CHCDC has been denied. B.Mendoza is looking into the options to move forward.
- Soccer Fields - North Park Met with Water Tower Manager
- Development 2021- Increasing push for new development projects. John O'Connor said his I-15 & ECB (NW corner) is progressing.
- Business Outreach
 - Staff walking the district, talking to the businesses/owners, etc.
 - Accion SD "Business Academy" available for midsize businesses

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

- Parking Management (S. Aldana)
 - Angle Parking Projects- City staff is not implementing projects. Help from the Council or Mayor would be greatly appreciated.
 - Money has been granted to help businesses with outdoor cafes.
- Tree Prep, curb cuts and sign relocation (B.Forman)- The project has been cut from 55 to 33 tree installations. The City is making it hard to get the project completed.

Announcements and Adjournment- Adjourn 11:00am