



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

**Present:** ECB BIA Staff; T. Thomas, B. Forman, R. Deandar & S. Aldana. ECB BIA Board; P. Gillette, Jackie O'Connor, C. Nguyen, L. Nguyen, C. Solorio, C. Perez J. Villegas, L. Klu & John O'Connor

**Call to Order and Introductions – at 9:08 AM John O'Connor, President**

**I. Public Comment and Representative Report**

- Khota Zaiser (Mayor Todd Gloria): The City will be receiving \$3 million in Federal funds. The San Diego Housing Commission will be offering funds for rent relief. Schools will be opening for hybrid learning on April 12th.
- Ben Cartwright (D3: Council President Pro-Tem Whitburn); Carolina Chavez will be handing business resources for their office. They are working on the list of priorities submitted by The Boulevard, including the Park Blvd reengineering. Easter Basket event at Golden Hill park at 1PM. Carolina Chavez said she is here to help and would like a tour of The Boulevard.
- Ben Mendoza (D9: Councilmember Elo-Rivera); Reminded everyone to be careful during the reopening. YMCA will be a vaccination site. There is a special vaccination website for educators. Thanked Tootie for organizing the Corridor outreach walk.
- Jefferey Nguyen (D9: Councilmember Elo-Rivera) The City has grants for outdoor dining ADA compliance. They are \$3K and \$5K for LMI areas.
- Jenny Hall and Terry Hoskin (San Diego Police Department); No break-ins reported in the last month. Overall crime in the city is down but homicides and aggravated assaults are up. Hoskins said Coffee with a cop should resume in April. Friends of 50th St are still meeting for Wednesday clean ups.

**II. Announcements and Dates:**

- March 20, Central Hub / Corridor Community Walk
- Dojo reopening March 27, 2021
- Pedal with your Peeps Bike. Walk Ride event April 3, 2021
- Spring Forward Central Town Hall April 8th 5:30PM
- Plant-Based food give-away and health day Fair44 April 10, 2021

**III. Proposed Motions:**

- Motion to approve Financials- January 2021: Tabled for next meeting
- Motion to approve Minutes -February 2021: PG 1st, JO 2nd-Unanimous-Pass
- Motion to approve up to \$1000 Fair@44 Improvements: PG 1st, JO 2nd-Unanimous-Pass
- Motion for Letter of Support in Vacation of Cul de sac at 40th St. and ECB: PG 1st, JO 2nd-Unanimous-Pass (John O'Connor and Luke Nguyen Abstained)

## V. Hubs

- 30ECB Meeting TBA
- Little Saigon
  - OH! San Diego Architecture Foundation
  - Saigon Nights Summer
- Fair@44
  - #Takewhatyouneed Tuesday
  - Wednesday Fresh Fruit Swap
  - Jibaritos de la Isla/ Dojo DAILY
- BLVD East
  - Clean-up- Wednesdays 8AM
  - Hub meeting- Terry Hoskins, John Royal

## VI. Committee Reports - Information Items

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

- Election in April - Please send recommendations for potential board members.
- SDOG - Jackie O'Connor- BIAs have all agreed on a strategy.

### **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

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

- Women on The Boulevard- Women's history Month will include a press release, article in the newsletter and social media posts.
- Pedal With Your Peeps April 3,2021
  - Scavenger Hunt -Business engagement/ area highlights, challenges
  - Neighbor outreach into the neighborhood is happening with community walks.
  - Electric Bike -Pedal Ahead program will offer e-bikes to community members who ride a certain amount of miles. It is being funded by Supervisor Fletcher's office.
- Banners signal welcome back recovery- Some ideas have been presented but looking for more input. A sponsor is needed.
- Little Saigon Engagement-
- Placemaking- March 29 Fair@44 rehab - remake with students from area schools.

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

- Access to Capital - Renata Deandar was hired and has begun working with staff.
- LISC Work within City Heights
  - Grants and a gift card program will be part of a new round of funding.
- Bridge Deck Lease - Update
- Soccer Fields - North Park
- Development 2021
  - Town Hall April 8th Virtual and in-person event will be the third in the series. A number of speakers will present and community listening will include a survey.
  - Drone video of the Central Hub will be shown at the Town Hall.
- Business Outreach PPP, A2C- Communication with walks, newsletter and social media continues to let business know about the resources that are available.

### **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. There are still a few grants available.
- 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. DSD is now requiring engineer level plans and the City will not allow the MAD pay for them.

**Announcements and Adjournment-** Adjourn 11:00am