El Cajon Boulevard
Business Improvement Association
Meeting Minutes of the Board of Directors Meeting
Thursday, May 20th, 2021 – 9 AM

Present: ECB BIA Staff; T. Thomas, B.Forman, Renata. Deandar & S.Aldana. ECB BIA Board; P.Gillette, Jackie O'Connor, C. Nguyen, L. Nguyen, C.Solorio, C.Perez J. Villegas, & John O'Connor. Christine Perez + Peter Osetek, Attendees; Ryan Darsey, Jason Weisz, Terry Hoskins, Ben Mendoza, Carolina Chavez, Christopher Gris, Louis Marquez, Edwin Lohr. Eddie (Mama's Bakery), Kohta Zaiser (Mayor Gloria's Office)

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

I. Public Comment and Representative Report

- Rep. Benny C (Councilmember Stephen Whitburn) Community Pop-ups at community parks: 10am on 5/23 at Golden Hill Park, 5/29 at Tweed St. 5/30 at Pioneer Park.
- Rep. Ben Mendoza (Councilmember Elo-Rivera): Budget forum 6/5/ at 11am in English/Spanish/Vietnamese. SD Access 4 All = Free Wi-Fi. 60 SD Library = laptops. Looking at adding hotspot to Fair@44. Jeffery: joint webinar: 6/2 @6pm w/ Mayor's Office. D9 Newsletter: register online.
- Rep. Kohta Saizer (Mayor Gloria's Office): Budget season with City Council, May revise. Entered into a 10 year tentative agreement with SDG&E for $70 million if Council approves next Tuesday. North Park Soccer facility contact: R.Wilde + B.Forman for more info. Please send unresponsive City staff issues to Kohta.
- Rep. Jason Weisz (CA Senator Pro-Tem Toni Atkins): Mask mandate has changed. Following the status quo on most things until the state opens up on 6/15/21. Low spread outside. Tax day 5/17/21 = low-income programs budget season@ CA Capitol: Sacramento. Assist working families and affordable housing.Check Covered CA for Federal subsidies that could bring insurance costs down. EDD/ABC support.
- Public Comment: Gary Weber says the City is allowing anything goes in terms of density under the guise of State requirements. Tootie said we should be protecting the single family neighborhoods outside of the BID. Weisz said the state legislation allows for local control of certain aspects, like parking. O'Connor asked Forman to add the topic to the Economic Development agenda.

II. Announcements and Dates: (B.Forman)

- 6/6/21 at Fair@44 Marketplace Kick-Off (Weekly Goal) - working with the IRC to attract new tenant businesses to the Fair@44.

III. Proposed Motions:

- Motion to approve Financials- Feb/Mar 2021: P.Gillette/Jackie O'Connor (2nd)- Approved Unanimous. John said we will soon have a financial snapshot dashboard.
- Motion to approve minutes for April 2021: P.Gillette/Jackie O'Connor. John thanked Carlos for putting together the minutes each month.

- Motion to approve Recovery Banner Campaign. B. Forman; replacing faded banners. Hoping to get County grant funding to cover the cost. PP.Gillette/Jackie O'Connor (2nd)- Approved Unanimous.

V. Hubs

- Blvd. West (T.Thomas)
  - Lafayette Hotel sold for $25.8 million) - John O'Connor has been in contact with new owners.
  - MAD North Park - Working on a survey for property owners to see what services they would like to see in a new Engineer's Report.
- 30ECB: Hub Meeting (Peter Osetek); parklet 1 year extension. Energized about in-person meetings.
  - Stroll the Blvd is 6/4 - Seven Businesses so far paid the $10 registration.
  - Little Saigon
    - Placemaking engagement ($50k LISC on Pause)
    - Saigon Summer Nights- Ignite in July
    - Cultural District ($2k) for July 2021 to hire outreach staff.
- Fair@44
  - Jibaritos de la Isla/ Dojo DAILY. Looking to add more.
  - Grandma Lulu's Table (Plant-based Food Drives): Success = Quarterly Drives scheduled for July & Oct 2021.
  - Coffee with a cop at Dojo. Forman had an experience of an aggressive homeless person bothering her while dining outside on The Boulevard. Officer Hoskins said it could warrant a 911 call since she felt threatened.
- BLVD East
  - Clean-up- Wednesdays 8AM
  - Mid-City Homeless Coalition Meeting information is available from Tootie.

VI. Committee Reports - Information Items

Executive- *John O'connor, Chair*

- ECB BIA Office re-opening 7/6/21
- SDOG - Jackie O'Connor; Briggs wants a settlement with BIDs but some organizations are not in favor.

BID Alliance- *Jackie O'Connor*

- Council is asking BIDs to make changes to policies and offering a six month extension to comply. The City would like to see annua Bylaw reviews; anti-harassment and inclusionary training for board and staff

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

- Fair@44 Activities were discussed earlier.
- New Banners were discussed earlier.
- Spotlights/Flashlights
- Shortfuse Marketing Publicity paid off with the Central Town Hall so we are discussing hiring them to help with Fair@44: Send to Executive Committee for approval.

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

- Access to Capital - Renata Deandar has started to work with Cion(Accion). Kaiser Permanente is offering a free program to help businesses navigate through government programs. Renata announced that she is leaving The Boulevard to move back to Texas.
- LISC Work within City Heights- $50K grant opportunity.

- Business Outreach Survey is underway to check on the current status and need for resources.
- The BLVD is hiring! Please send job listings so we can help promote open positions.
- I-15 Bridge Deck Lease- Tootie met with the San Diego Foundation and they are interested in helping.
- Small Spaces: We are working with Larry White to develop a proposal to subdivide spaces along The Boulevard to house incubator businesses.

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

- 15-Fairmount Tree update - Still battling the city's permit process.
- Outdoor Dining Grants- The funding has already been distributed.
- Parking Management
    - Angle Parking Projects- Still no movement by the city in terms of installation.
    - FY22 Parking Budget draft will be presented at the next MCCPD meeting.
    - A meeting was held with Circulate to discuss their desire to expand the use of parking district funds. Most of the items they brought up are already allowed so many at the meeting were unsure of the need for any changes.

Old/New Business: None

Announcements and Adjournment- Adjourn 10:57AM