



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, June 25, 2020 – 9:00 am

Present: President John O'Connor, Jackie O'Connor, Polly Gillette, Julian Villegas, Sher Cox, Julie Chan, Luke Nguyen and Carlos Solorio. Staff: Steve Aldana, Beryl Forman ED M. Tootie Thomas
Absent: Lili Klu, Edward Haidar, Cuong Nguyen

Call to Order and Introductions – at 9:45 AM John O'Connor, President

I. Public Comment and Representative Report

- **Mayor Kevin Faulconer's Office: Rep. Darnisha Hunter (dhunter@sandiego.gov):** Working on reopening 'Small Business Relief Fund - Removed barriers for smaller businesses - \$5k to \$10k grants. Christine (Cafe Madeleine): Biggest obstacle is rent since they are only operating at 30% sales. DH suggested reaching out to State Rep's.
- **Council President Georgette Gomez (District 9) - Representative Stopher Vallejo:** \$1.5 million has been allocated to homeless services. Jackie - OSB; No funds for annual grants - due to decrease in TOT.
- **Councilmember Chris Ward (District 3) Representative Brett Wise-** Eviction Moratorium extended until the end of July 2020. Most budget cuts reinstated with CARES Act funds. Phase III protocols - put in place - gyms, museums: Balboa Park open. Must wear masks! Tootie - Making PSA: "Put It On - The Boulevard" for The Boulevard BIA and COVID safety and posters.
- **Sup. Nathan Fletcher's Office: Rep. Nic Zinter** - Board Meeting on Tuesday - Law Enforcement Policy Changes \$10 Million. 1) Establish mobile response teams - medically trained vs. police (Countywide). 2) CLERB - Citizens Law Enforcement Review Board role expanded. 3) Office of Equity & Racial Justice established. COVID Update - Triggers - Organic Outbreak activated - Pause of furthering reopening entities that have not received state guidance can't open - Churches, events, theatres. John - Convey thanks to Sup. Fletcher for grant funding.
- Public Comment: Robert Carr - Promoting 3 ways for small businesses to save money.

II. Announcements and Dates

- YMCA: July 8th Opening- Julian V. taking proactive measures, like equipment 6 feet apart. Health check-in before entering. Masks must be worn in hallways. Seating areas removed. Pools to open for lap swimming a week after opening. Limited hours of operation: 7am - 1pm, 4-8pm. Cleaned every 2 hours.
- LIPS: July 9th
- Fair@44 Hub: July 11th, Baby Essentials Donation Drive...working with Chicano Federation.
- Fair@44 Hub: July 19th, Barber Event.

III. Proposed Motions:

- Motion to approve Financials- P6/JO - Unanimous. Discussion; Rent rebate for April.
- Motion to Approve Minutes - April/ May 2020 - P6, JO Unanimous-Pass

V. Hubs

- BLVD West - Blvd Court - Temporary use permit issued. Working with DSD and have been cleared for all activities, including parking.
- 30ECB- Virtual Stroll the Blvd held on June 6th. Clean-up with business involvement.
- Little Saigon- Hiring for community organizer position- Employed by CHCDC. LS Cultural Group will manage.
- BLVD East- Clean Up will change/expand 50th Street clean up to the NBS side of ECB. Will move location around each week. Goodbody will supply refreshments.
- Fair@44 - Food Truck on lot is slow but they should pick up when construction begins, which should start July 1st, 2020.

VI. Committee Reports - Information Items

Executive- *John O'Connor, Chair*

- Bookkeeper Financial Summary:
 - Financials - We are down on revenues but are being reimbursed with Parking District and grant funds.
- FY21 Budget Ad Hoc
 - Julian will run via zoom - 10am Monday.

Promotions- *P Gillette – Forman, staff*

- Social media - will distribute mask and BLM posters.
- Virtual Cooking - 10 businesses interested in participating will underscore safety.
- PSA Video on safety on the boulevard.
- Intern Nico - from USD working with businesses.

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

- Access to Capital - Liz started new instagram for capital programs available. She will be working with Johnnie Dang to outreach to LS businesses.
- Bridge Deck - Memo sent to City asking City Heights orgs to use the kiosks as incubator locations.

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

- Parking Management
 - Meter/time limit enforcement resumes July 1. Warnings will be given until July 15.
 - Angle Parking Projects. Put in new requests for Arizona, Mississippi, Louisiana, Kansas, Felton, 34th St. 33rd St.
 - Curbside Pick-Up; Signage available
 - Limiting tree choices from Urban Forester in addition to less locations due to sign conflicts. Will work on overcoming these.
 - LMD - Maintenance continues

Announcements and Adjournment- Adjourn 11:30am