



**EL CAJON BOULEVARD**  
**BUSINESS IMPROVEMENT ASSOCIATION**  
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING  
**Thursday, August 20th, 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, Liz Masad. **Absent:** Tootie Thomas, Lili Klu, Edward Haidar, Cuong Nguyen

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

**I. Public Comment and Representative Report**

- **Assm. Gloria's Office: Rep. Randy Wilde;** Final stages of legislation >8/31/20. Appropriation Committee. SB 939 (Residential), SB 1436; Mortgage Forbearance. SB 1410 Does NOT apply to Tenants. San Diego County removed from the State Watch list. C.O.S. Working with the Health Director. City Development Code; North Park (New Policy) Vehicle Use Areas = Trees & Vegetation 50% canopy. Lyft/Uber Lawsuit (P.Gillette) - AB 5 (Lorena Gonzalez) AB 1850 AB 277.
- **Council President Georgette Gomez (District 9) - Representative Stopher Vallejo:** August Recess. Census Outreach has a 9/30/20 Deadline and is focusing on harder to reach populations. "Cool Zones" to fight "Heat Wave" at MidCity recreation and Downtown Library (Noon - 5pm). Park Use; Faith, Gyms, etc. (Temp Use Business Permits)
- **Toni Atkins Representative; Jason Wise (jason.weisz@sen.ca.gov) - Housing Bills:** halting of evictions. DMV Issues; <70 year older (extension) & >69 year olds (online option). AB 5; getting modifications. AB 1850; Still in legislative (coming soon). Support ABC license permit to expand boundaries (B.Forman)

**II. Announcements and Dates: Beryl Forman**

- Stroll The Blvd (Quarterly) #30ECB will be virtual, on 9/4/20.
- Fair@44 Hub: 9/5/20, Baby Essentials Donation Drive, working with Sportin San Diego, Diego Hills Central Public Charter School.
- Fair@44 Hub: 2nd "Safety in Style" FREE Face Mask Giveaway on 9/12/20. Livestream and Fashion Show. Partners: IRC San Diego, MINGEI + SD Design Week.

**III. Proposed Motions: (Tabled) Moved to Sept 2020.**

- Approve Financials - Change to Aug 2020
- Approve Minutes - Change to Aug 2020
- Motion to Approval Letter to Code Compliance.

**V. Hubs**

- BLVD West - Blvd Court - New City America assessments. STOP; Sign the petition (Yes, anybody can sign...P.Gillette). Affects small business owners with double assessments

(Jackie O'Connor). North Park MAD- North Park Main Street is exploring taking over administration from the City.

- 30ECB - (B.Forman) Virtual Stroll the Blvd held on Sep 4th. Clean-up (L. Masad); A group has been cleaning the area on the weekends
- Little Saigon (B.Forman) - Hired community organizer; LISC San Diego; City Heights CDC update. Meeting scheduled for 9/1/20 with Pueblo Planning. Julie Tran, Vietnamese Street Food menu for evening hours and KPBS segment.
- Fair@44 - #TakeWhatYouNeed Tuesdays; meals, Bodhi Tree Concerts. Baby Essentials DONATION drives 1st Saturday of Aug/Sept/Oct months. Ongoing weekly Wednesday "Free Fruit Swap"...Donate four times and Receive FREE Tree Certificate. DOJO still closed, with re-Opening TBD. High Tech Library; Committee with Price Charities, ECB BIA; Tootie Thomas, Beryl Forman, Misty, Georgette Gomez and Todd Gloria is also interested.
- BLVD East- Clean Ups; early Wed mornings (Community Heroes; John Royal & Juan Franco) Create/Provide Community. Will mention Heroes at ECB BIA Exec Committee meeting. Trees: Funder "Community Action Plan" \$30-40k on ECB from Winonan to 54th St. (Tootie & B. Forman).

## VI. Committee Reports - Information Items

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

- Bookkeeper Financial Summary:
  - Financials - Tabled
  - FY 2020 Budget Close out
- FY21 Budget Ad Hoc
  - Office discussion (close and work out of co-working space. Will develop a plan for review. Tabled discussion until then.
- BID Alliance- Survey sent to BIDs
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### **Promotions -** *P.Gillette, Chair / B.Forman, Staff*

- Masks & Social Distancing Blvd. Businesses - Posters and video well received.
- Masks giveaway & fashion show event will be part of SD Design
- Virtual Cooking Classes pre and post event opt (VIDEO Tutorial for IGTV) - *L.Masad, Staff.*
- Active transportation scavenger hunt (8/12 - 8/30/20)
- Have added leasing Opportunities to flashlights.

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

- Access to Capital- Instagram Marketing is working and have added a Blvd specific account. Facebook Coming Soon.
- LISC San Diego work with City Heights;
  - ECBBIA is on Sustainability Committee with City Heights CDC, IRC, CHBA - Pueblo Planning
- Grants- 33 businesses will receive funds.
- Bridge Deck Lease - No update. City has not responded to CHCDC/ECBBIA proposal.
  - ECB BIA + City Heights CDC; Waiting on community partners. Sending Letter idea to Stopher Vallejo.
- Parklet Dining; Press release coming soon. Cafe Madeleine has installed one on Utah.
  - BLVD Court to GEM Coffee (KPBS)
  - Faster permit process
- NEW Projects (2-3 Years)
  - Transit oriented housing @ ECB & I-15 Freeway.
  - Transit Plaza - Naturally affordable housing.

- Stay tuned for updated photos.

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

- Parking Management
  - Free meters & non-enforcement ends 8/31/2020
  - Angle Parking Projects- City has not been responding (TBD)
- Tree Choices from Urban Forester (I-15 & Fairmount Ave.)
  - Select 1 type of tree
  - Cement cutting funding
- Code compliance- No update.
- PROW- site plans = promote outdoor dining options.
- LMD- Work continues. West End and 30 ECB are getting new trash cans.

**Announcements and Adjournment-** Adjourn 10:30am