



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, OCT. 17th, 2019 – 9:00 am

Present: President John O'Connor, Jackie O'Connor, Polly Gillette, Bob Leif, Julian Villegas, Sher Cox, Edward Haidar, Cuong Nguyen, Lili Klu. Staff: Steve Aldana, Beryl Forman. ED M. Tootie Thomas
Absent: Kristen Karhio, Domingo Gareu, Danny Fitzgerald, Julie Chan,

Call to Order and Introductions – at 9:11 AM John O'Connor, President

I. Public Comment and Representative Report

- **Council President Georgette Gomez DC9- Rep. Sanna Loando:** Sidewalk vending workshop at Fair@44, Monday 6 to 8PM. Can submit input online. Complete BLVD Staff update, \$2.8M cost for entire project. \$880K need for Hoover area improvements. \$330K currently available from City. Looking for additional funds from BIA.
- **Assembly Member Todd Gloria District 78- District 78: Rep. Randy Wilde:** Recess between legal sessions 12 of 14 bills will be part of next session.
- **Randy Wilde NPPC:** No ECBBIA significant issues heard.
- **Sean City of San Diego Economic Development:** Tootie introduces him and says that Beryl, Tootie and Sean met to discuss BIG, data collection for pilot bus project and bridge decks. Working to get bridge decks activated and kiosks open.

II. Announcements and Dates

- Innovate Up Working with County Supervisor Fletcher on workshops for businesses
- Ciclos Dias: Oct. 27 Route takes Admas primarily and crosses ECB at 30th and Fair@44

III. Proposed Motions: Tabled

IV. Boulevard 20/20 Plan Strategy Goals

- Midcity Parks District - create more greening opportunities, activate existing parks with next level activation. Street-Side park prototype delivered to Fair@44
- Parking and Design- Parking Inventory results, Maximize on street parking Inventory and Duration study. Alter time limits and Install more meters where allowed.
- Economic Opportunity Tour
- BRT - Data being collected now. Business survey

V. Hubs

- BLVD West - BLVD. Court mural, showed Justice Roe video.
- 30ECB- Event with business
 - Cafe Madeleine parklet, they are committed to do something this year. Support through MCCPD and CPPS from D3.
- Little Saigon- Work being done on state legislation

- BLVD East- Gypsy Magic event used ECBBIA equipment w/vendors. Want to do Makers event.

VI. Committee Reports - Information Items

Executive- *John O'connor, chair*

- Partner with Innovate UP and USD- Workshops held at BIA office
- Lease with Wakeland POPUP 15
- Bookkeeper Financial Summary
- Hiring for: A2C

Promotions- *P Gillette – Forman, staff*

- Stroll The Boulevard results H&T, Someil, C&C, Medina, Home Brewer
- Dedicated Bus Lane Promotions - Partnership with MTS
- Food Tours success and expansion
- East End- Speed indicator dedication celebration, Su Pan Taco Tuesdays- Scheduling event

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

- Opportunity Tour- Planning in process
- Access to Capital
- Street Vending Ordinance
 - Town Hall
- Lisc BIG
- Small Business CDC Loans
- New Developments

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

- Parking Developments curbs and meters- A list of projects have been submitted to the City and installation is ongoing.
- Angle Parking Conversions- Update- Many blocks still need to be installed.
- 30th Street Bike Lane- Mayor's Office, Partner with Bike Group- Waiting for new proposal from Mayor.
- Power washing schedule- Starting on the east end and progressing west.
- Wayfinding Kiosk Permitting- Waiting for final approval
- UrbanLife Prototype- Should be delivered to Fair@44 soon
- City Trash Pickup- East End issues with illegal dumping

Announcements and Adjournment- Polly Gillete Adjourns at 10:42