



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, Nov. 21, 2019 – 9:00 am

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

Call to Order and Introductions – at 9:05 AM John O'Connor, President

I. Public Comment and Representative Report

- **Council President Georgette Gomez DC9- Rep. Sanna Loando:** Electric buses pilot project. Complete BLVD Staff update: \$2.8M cost for entire project, with \$880K needed for Hoover area improvements and \$330K is currently available from City. Planters for Little Saigon District are in storage.
- **Assembly Member Todd Gloria District 78- District 78: Rep. Randy Wilde:** Protections for California's horses, Authored local transportation authorities to propose funding measures on a subregional basis
- **Randy Wilde NPPC:** No ECBBIA significant issues heard.

II. Announcements and Dates

- Nov. 25- MTS BLVD. Busway Pilot Lane Press Conference Postponed
- Nov. 30- Small Business Saturday, Gary Collins and Coupe
- Dec. 6- Blvd Stroll 30ECB Hub 14 businesses included
- Dec 6- Blvd. Court Opening, ECBBIA Holiday Party Josh
- Dec. 19- ECBBIA Board of Directors meeting Dark
- Jan. 16- 2020 ECBBIA Annual meeting

III. Proposed Motions:

- Motion to approve Board Meeting Minutes- Sept. 2019 and Oct. 2019 BL 1st. PG 2nd Unanimous- Pass
- Motion to approve Financials- Sept. 2019 and Oct. 2019 CN 1st. BL Unanimous- Pass
- Motion to renew Auditor Guerrero, Jiminez, Dias & Co. Exec committee recommendation JOC 1st. BL 2nd Unanimous- Pass
- Motion to approve CPPS budget- Tabled
- Exec. Committee recommended Motion to extend ED Contract 2 months JV 1st. JOC 2nd Unanimous- Pass

IV. Boulevard 20/20 Plan Strategy Goals

- Midcity Parks District - Street side Park Prototype showcased at Fair@44, Wilson joint-use field. North Park Park Soccer fields closed
- Parking and Design- Little Saigon District new meters no coin slots, request for funding of sidewalk repair at Highland., Move to increase decorative red light poles. and Tactical Transportation presentation by Beryl Forman

- Economic Development, BLVD Development Tour planning continues for March Date, A2C New applicants being looked at
- BRT - Data from SDSU Initial sought.

V. Hubs

- BLVD West - BLVD. Court First Friday Josh Walker
- 30ECB- Stroll The Blvd. Dec. 6th
- Cafe Madeleine Parklet
- Little Saigon- Sin Lee Portrait installation Photo, Mosaic Planters Vicki Leon underway, State Designation group meeting, process for collaboration and support on projects.
- BLVD East- Speed Indicator/Vigil, Gypsy Magic event
- Fairmount Hub - Tree walk Louise, Beryl and Tootie marked 54 sites for new trees from Highland to 15 Freeway

VI. Committee Reports - Information Items

Executive- *John O'Connor, chair*

- Forming Midcity Parks Collaborative 501c3 in early Dec.
- Request for Exec Director job description to be provided at next Exec. meeting
- Bookkeeper Financial Summary

Promotions- *P Gillette – Forman, staff*

- Dedicated Bus Lane Promotions banners, Social Media
- Food Tours way forward and expansion
- East End- Speed indicator dedication celebration
- Blvd. Guide- Dev. Edition, Piloted Busway feature, Classic
- Press release Holiday bridge lights, Stroll, Fair@44 Tree sale

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

- Blvd. Opportunity Tour- Property owners
- Access to Capital
- Small Business CDC Loans
- Street Vending Ordinance
- Lisc BIG- On hold
- Fair@44 2020 moving forward to transition. Rosie Uloa helpful

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

- Parking meters installed on ECB in Little Saigon in accordance with parking study results
- Angle Parking Conversions- Update, delay
- 30th Street Bike Lane- Mayor moves forward with decrease of 470+ spaces
- City Trash and MAD North park, Jack in the Box, Still without resolution and replacement
- Painted Crosswalk at Alabama
- MAD Budget

Announcements and Adjournment- Polly Gillette Adjourns at 10:26