



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, September 26th, 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 9:05 AM John O'Connor, President

I. Public Comment and Representative Report

- **State Senate Pres. Pro Tem Toni Atkins: Rep. Jason Weis:** SB1 Environmental laws, wish to keep as is. Contact the Governor to voice support
- **Council President Georgette Gomez DC9- Rep. Sanna Loando:** Inclusionary Housing- Passed, vetoed by Mayor. Council contemplating veto-override. Send City Heights event notices to Council office to help promote.
- **Officer Hall-**New Captain and Lieutenant at Mid-City Division. National Coffee with a Cop Tuesday 10/1 at Starbucks on ECB. SWAT activity on University, 9 arrests related to robberies.

II. Announcements and Dates

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

III. Proposed Motions:

- Motion to approve Board Meeting Minutes- August 2019: BL 1st. PG 2nd. Approved
- Motion to approve Financials- August 2019: PG 1st. BL 2nd. Approved
- Motion to approve \$2K for Parks District 501c3, comes with Exec Committee recommendation- PG 1st CN 2nd. Approved
- Motion to approve grant writer proposal for \$2,250- PG 1st. BL 2nd Funding for 25 hours to develop packages and submit grants. Bob wants to make sure we can reuse content for annual submittals. Approved
- Motion to request \$5K from Parking budget for Pilot Bus Lane education and outreach, in partnership with MTS- PG 1st, BL 2nd. Approved
- Motion to enter into a Use Agreement with Awash Market at 2104 ECB for community space activated lot. PG 1st, BL 2nd. Free use of space to benefit the community for six months, with a chance for a full year. Approved
- Create a temporary 4 month position for Events Coordinator, Executive Comm. recommendation. PG 1st, BL 2nd. Position starts as a hire and then after term launches into his own business. Approved
- Motion to approve ED Adhoc for Fair@44 Transition- PG 1st, CN 2nd. Adhoc to deal with reviewing budget, programming, management agreement. Approved

IV. Boulevard 20/20 Plan Strategy Goals

- Mid-City Parks District- North Park Park- Playcore; Street side Park. Fairmount Street-Side Park working with Urban Life. Activation with push carts. Mayor's office establishing rules on vendors but there are questions as to whether they are allowed around transit stations. They are reaching out to BIDs.
- Parking and Design- Tree canopy and replacement of palms. Parking management- New meters, time limits and signage.
- Economic Development- OZ Tour- Showcase Pilot Bus Lane and opportunities in hubs.
- BRT- Dedicated lane roll out in October for an 18 month pilot. No painted lane. Tootie asked that the City Econ Dev Dept collect data before, during and at close to make it available to the BIA.

V. Hubs

- BLVD West- BLVD. Court Activation
- 30ECB- Ciclos Dias, Collins and Coupe Aframes, Empanadas samples, Medina Samples
- Little Saigon- Chicken (dead) Festival
- BLVD East- Meeting 9/18 Pledge Meeting well attended, Gypsy Magic event

VI. Committee Reports - Information Items

Executive- *John O'Connor, chair*

- Partner with Innovate UP and USD
- Lease with Wakeland Pop-up 15
- Bookkeeper Financial Summary
- Hiring for: A2C

Promotions- *P Gillette – Forman, staff*

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

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

- Opportunity tour
- Access to Capital
- Street Vending Ordinance- Town Hall
- LISC BIG
- Small Business CDC Loans
- New Development

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

- Parking Developments curbs and meters
- Angle Parking Conversions- Update
- 30th Street Bike Lane- Mayor's Office, Partner with Bike Group
- Power washing schedule
- Wayfinding Kiosk Permitting-
- UrbanLife Prototype
- City Trash Pickup- East End

Announcements and Adjournment- Polly Gillette Adjourns at 10:42