

EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, October 20, 2016 – 9:00 am

Present: President M. Tootie Thomas, Danny Fitzgerald, Edward Haidar, Polly Gillette, Jackie O'Connor, John O'Connor, Zane Mumford, David Chang, and Julian Villegas; and Staff: Beryl Forman

Excused/Absent: George Thornton, Cuong Nguyen

Call to Order and Introductions – at 09:07 am

Public Comment and Representative Reports

Property Owner at Menlo and ECB “Trees don’t belong in medians. Plant shrubs”
Lieut. Jeff Jordan moving to Lake Murray. Officer Hall reports on Prescription Take Back.
Eddie Hadar reported on the recovery of his safe and the vehicle used by robber suspect.

Action Items

Approvals:

- **Minutes** – The Sept. 15, 2016 board meeting minutes were approved. Motion made by Polly Gillette, seconded by John O'Connor. Motion approved. (Abstention - Mumford, Chang, Villegas)
- Approval of Financials Motion made by Polly Gillette, seconded by Jackie O'Connor. Motion approved.
- **Proposed Motions:**

Approve agreement with Ron Troyano for Fair @44 date change PG 1st John O 2nd Unanimous
Approve the Promotions budget 2017 JO 1st Villegas 2nd Discussion recommend that budget updates brought to
Board quarterly, Financials should budgeted and actuals Unanimous
Recommend Letter on refocusing priorities concerning Complete Boulevard study to city PG 1st John O 2nd

Community Reports

Hubs

- West end (Texas) – No meeting waiting on Community Housing Works and MTS update scheduled for Nov. 4th
- 30ECB (see CicloSDias) – CicloSDias is Sunday, October 30.

BID Council

- Jackie O'Connor reported that there are new measurements by way we as BIDS will be assessed on the level of service we offer.

Committee Reports

Executive – Report by Thomas

- **Update on Bill Sauls Meeting** – Laid out plans to update bylaws

Organization/Budget - Report by Jackie O'Connor

- Julian Villegas to chair a resumed ad hoc on Financials. He will pull together a list of goals and be in touch with the Exec Board to set a meeting time good for everyone interested.

Promotions – Report by Thomas

- **Boulevard Market** – Blvd Market is on Friday. Please help promote. Winter Market outline and objectives. Presented P&L comment is to use budget actuals model and present monthly to Exec and quarterly to Board
- **Website** – Presented site via projector. Carried suggestions from Promotion committee for changing and moving the buttons, shortening the picture so that the events at the bottom creep into the main screen.
- **CicloSDias** – Closing down Alley- Tiger Tiger getting bands.
- **Barrio Hermanos** –Economic Tourism with tourism boards from both TJ and San Diego moving forward with planning an event closing down Ocampo St. in TJ doing cross border art exchanges and an event here with participating neighborhoods
- **Take Back the Alley** – A mural project went up at the Blvd Center at Utah .

Economic Development - Report by John O'Connor

- **North Park Community Plan** – Awaiting Council decision Oct. 26 John and Jackie to attend
- **POPUP15:** Bikes Del Pueblo open. **Bike Station event** – Bike/Transit Connection event to be held on October 26 at POPUP15. Partnering with Circulate San Diego and honoring Council President Pro Tem Marti Emerald. Charlie Gandy to speak. We went to Long Beach to tour his making Long Beach a bike centered city, Bike Storage and Bike Valet Permitting as a part of events. Parklets and Street decks as a part of permitting and changing the way streets work and improving the business district.
- **Fair@44** - Good vendors and City Heights involvement. Incubating new business has its challenges.

Design/Parking - Report by Thomas

- **SANDAG – Orange/Howard** Mentioned Wilson planners increasing parking on Orange within the SANDAG plan but Sandag still elusive and not reaching out to community. Wilson planners presented tree and landscape plan
- **Complete Boulevard** – shared that City staff is still reluctant to work with the working group. Renewed effort to coalesce around 1 plan and refocus City Staff and Consultants.
- **Little Saigon Greenway Project** – Waiting for LMD contractor to install pavers in the parkway. Guest Piped up again about being included and we informed him that we have been doing site visits and planning at committee meeting and always encourage attendance and ideas.
- **NPLMD** – Board would like to move forward to exploring solar twinkle lights for the median from park to 805 and to use Normal Heights as a resource for what they've done. Tootie Attended NPPC meeting and reported on the folding of NPLMD into Planning committee.
- **30th Street Bike Accommodation Study survey** – Shot back ideas on survey and waiting on a reply.

Old Business

- None.

Meeting moved to adjourn at 11:35 a.m. Polly Gillette