



Board of Directors Meeting

Thursday, Feb 19th 2026, 9 AM

In-Person Meeting: Board Members - 4660 El Cajon Boulevard, Ste 202 Or Zoom Meeting for all others:

<https://us06web.zoom.us/j/81961065896>

Theboulevard.org

AGENDA

BIA Mission:

The El Cajon Boulevard Business Improvement Association is an association of local businesses committed to improving the physical and economic conditions along the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City, San Diego.

I. Call to Order/Introductions/Speakers – *John O'Connor - President*

- Introductions
- Elected Officials Updates- Public Comment (*limit to 3 minutes*)

II. Action Items:

- Parking Meter Memo
- Rapid 215 Letter of Support

III. Proposed Motions:

- Motion to approve minutes for November 2025.

IV. Hubs

- **30ECB**
 - Third Thursday Market: Feb 19th
 - Pure Celebrates 4 years Mar 6-8th
- **Central**
 - New Businesses: Thum SD- Cambodian & Lao 4151 ECB
 - Torque Coffee- wine tasting Pop Up Feb 26th
- **Little Saigon**
 - GEM's Lunar Year Celebration Feb 20th

V. Committee Reports - Information Items

- **Executive**- *John O'Connor, Chair*
- **BID Alliance** -*Jackie O'Connor*
- **Promotions**- *Tootie Thomas – Christine Perez*
 - PopUp Winona- Clothing and Book Swap- Feb 28
 - Stroll 30ECB- Mar 6th
 - Coffee & Chat w/ Taylor Wednesdays 9-12PM
 - Community Art Show - Mar 21st
 - Love City Heights - Murals
 - Walkabout San Diego App
- **Economic Development**- *John O'Connor, Chair*
 - Access to Capital - Nick Nguyen
 - Hub Walks
- **Design**- *Jackie O'Connor/T Thomas, Co-Chairs – Aldana, Staff*
 - Median Lighting Concept
 - New Trees- Planting
 - Totem Median Sculpture- Damage and planters
 - Banners

VI. Old Business/ New Business

VII. Adjournment

