



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, July 16th, 2026 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Taylor McDonald, Tom Bui
ECBBIA Board: Jackie O'Connor, Edward Hidar, John O'Connor, Ray Wu, Peter Osetek, Christine Perez, Andy Taylor

Attendees: Officer Jenny Hall (SDPD), Jessica (Pacific Liquor), Carolina Goding (District 79 - Assemblymember Dr. LaShae Sharp-Collins), Holden Leslie (NorthPark Planning Committee), Viridiana Quintana (City of San Diego), David Moty (Kensington/Talmadge)

I. Call to Order/Introductions/Speakers – at 9:00 AM John O'Connor, President

- Introductions
- Elected Officials updates
 - Viridiana Quintana
 - FY27: Getting ready for the new fiscal year, thanks team for working to get all documents/agreements in
 - Officer Hall
 - Coffee with Cop - Starbucks on El Cajon Blvd - SDPD will sent flyer
 - Drunk driver crashed into police car, Josh got struck and is off duty
 - Tootie mentioned a guy tried to seek refugee at pop up winona after he was held with knife, told him to make a report
- Public Comment-
 - none

II. Proposed Motions:

- Motion to approve minutes for June - Jackie 1st Peter 2nd, Unanimously Approved

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - Lafayette Pool Club has restarted its Swim Club.
 - La Prisa is now open
 - **30ECB -**
 - Collins & Coupe Market July 18th 5-8PM
 - Analog: 2939 ECB
 - SoulSip is now open: 2911 ECB
 - Activate House expansion into Origins
 - John mentions doing a hub meeting to welcome all the new businesses in the area

- **Central -**
 - Torque Community Book Swap
- **East End**
 - Tera Tea House
 - Pop Up Winona - New addition to the pop up from a longtime SD based business, will be announced soon

IV. Committee Reports - Information Items

Executive - John

- Said Goodbye to Julian and introduced Ray Wu (filling YMCA seat)
- Ray Wu has been with YMCA under Julian for 5 years
- YMCA has been doing outreach/ get memberships up

BID Alliance- Jackie O'Connor

- BIA Meetings land on same day as BIDA meetings

Promotions - C. Perez, Chair, Staff

- Coffee & Chat w/ Taylor Wednesdays 9AM-12PM
 - Informal way to discuss
 - Next week will be at GEM
 - Working on schedule for August
- Pop-Up @ Winona - Events
 - Open Mic - Fridays
 - Tomorrow night open mic will host and give free drinks to participants
 - Free Lunch Tuesdays
 - Meeting of styles San Diego - 250 artists
 - 3 walls were given for them
 - Mobile Dentist - July 21st
- Danny F. is back in town and wants to do an AI hackathon on The Boulevard

Economic Development- John O'Connor, chair

- Access to Capital - Tom Bui
 - LS Working Group
 - Community spotlights
 - Starting a series about LS community
 - Get it done translation/Target Community Gap
 - 3 issues: Graffiti, homelessness, marketing/social media
 - NHU Y Summer Night Market
 - Jenny Yang Comedy Show at Sin Lee
 - It will highlight the community and put light on City Heights
 - Meeting with a developer who wants to work with us to get input on what should happen with the development

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

- Parking funds priorities - meeting with the city
 - Complete pedestrian crossing at Mississippi
 - Install 8 blocks of already approved angle parking projects
 - Reduce speed limits under AB 43
 - Ped crossing between Euclid and Winona
 - Repaint faded crosswalks on El Cajon Blvd
 - Danny is looking to join forces on it
- Parking meters- 805 - 37th Utilization - Still showing extremely low utilization.
 - Show them the data on why it is bad for the businesses of the BLVD
- Pedestrian/Traffic Safety
 - Park/ECB Data

- Moving forward with NPPC to help solve the issues
- Trees
 - New Plantings - 20 trees will be added in the early fall
 - Didn't happen earlier this year, late planting in spring postponed
 - Illegal tree removal at 4937 ECB- Status-Police report filed by Officer Hall. A new tree will be planted in the fall.
 - Totem sculpture planters are being ordered and moved to this new fiscal year
- Banners
 - New hardware - City process
 - MAD budget allocated \$20k
 - It will pay for replacing all the current banners east of the 805 and 25 new locations
 - Little Saigon Banner process will be working with the community
 - Asked David if there will be a celebration, he mentions Oct 10th will be a block party
 - The Talmadge new banners are red and say Talmadge with the year established
 - Worked with SAY to do high school graduation banners
 - Steve also mentioned the YMCA Banners and if there is money

Old/New Business

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Adjournment- Adjourn 9:58 AM