



**EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, June 18th, 2026 – 9 AM**

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Taylor McDonald
ECBBIA Board: Jackie O'Connor, Edward Hidar, John O'Connor, Edwin Lohr, Julian Villegas, Peter Osetek, Christine Perez, Andy Taylor

Attendees: Logan Braydis (CD3) , Lynn Elliot (North Park), 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), Diana Frias (CD9)

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

- Introductions
- Elected Officials updates
 - Viridiana Quintana
 - Reminder for deadlines, insurance, etc for the BID Contract (July 7)
 - Reminder that they can assist businesses with permits and tenant improvements
 - Diana Frias
 - Full restoration of most Parks & Rec and library hours. Golf Enterprise funds/revenue were used to help keep those services the same and not cut hours
 - Somali resolution and proclamation day
 - Junk fees ordinance is an info item that will come to council to address the extra fees added to renters, the goal is to help renters stay in their homes (pest control, pet fees, any surprise fees)
 - Block party will be held July 11th
 - Carolina Goding
 - Budget process and senate headed to the assembly
 - Back to school and holiday giveaway
 - Tootie asked Carolina if there are any Californian flags that we can add to our flag program
 - Officer Hall
 - Tragedy that happened on Monday has been keeping them busy
 - Around 4pm June 2nd, driver hit a pedestrian on 54th, the person passed
 - Hamilton St- Lady was hit by a car crossing ECB and passed
 - Prostitution is active and they are still working on helping the situation
 - Coffee with a Cop at Starbucks (flyer will be sent)
- Public Comment-
 - Holden- Conversation about NPCPC working with other orgs to advocate for traffic and pedestrian safety. Will present at Joint.

II. Proposed Motions:

- Motion to approve minutes for May - Peter 1st Andy 2nd, Passed/ 1 Julian abstained

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - New Business: Golden Point Luncheonette Late 2026
 - **30ECB -**
 - Collins & Coupe Market June 18th 4-7PM
 - Blue Poke 8th Anniversary
 - Sweet 16 South Park Cafe Madeleine
 - **Central -**
 - De Corazon: All Women Art Show- May 24th 10am-6pm
 - High Seas Bar (former Cricket bar) - Now Open
 - Torque Book Swap - June 20th 11am-1PM
 - **East End**
 - Pop Up Winona: Open Mic, Free Lunch, Humanist
 - Colombianita throws a cultural fest every last Sunday
 - Love City Heights- June 20 - 2pm
 - Danny Fitzgerald is excited about all the events happening at the Pop Up

IV. Committee Reports - Information Items

Executive - John

- There will be a meeting next week.

BID Alliance- Jackie O'Connor

- Bring back to the Executive board to decide how we participate with the BID Alliance

Promotions - C. Perez, Chair, Staff

- Coffee & Chat w/ Taylor Wednesdays 9AM-12PM
 - Next one will be at Coffee & Tea Collective
 - Partnering with Jenny Hall to join a coffee & chat
- Love City Heights Day 2-9pm celebrate 9 years
 - There will be a full house of entertainment
 - Looking for board members for Love City Heights
- Coffee Tour Summer Edition
 - Now live, until September
- Pop-Up @ Winona - Events
 - Open Mic Fridays
 - Colombianita Fest May 31st 12-7pm
 - Pop Up Winona is getting booked for an event almost every day
 - 30ECB Stroll June 5th recap w/ Signal for Pilots

Economic Development- John O'Connor, chair

- Access to Capital - Tom Bui
 - Chicken Fest - Sin Lee Market is being planned
 - Little Saigon Self-Guided Food Crawl map is being produced
 - Little Saigon Working Group- Reconvened recently and is working on a weekly market
 - Tootie mentioned to check out the native plant garden in front of Sin Lee that is really taking off

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
- Parking meters- 805 - 37th Utilization - Still showing extremely low utilization.
- Trees
 - New Plantings - 20 trees will be added in the early fall
 - Illegal tree removal at 4937 ECB- Status-Police report filed by Officer Hall. A new tree will be planted in the fall.
 - Tootie mentioned that Andy is helping start a group to remove graffiti on private property because it isn't covered by the MAD
- 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 Saigon Working Group

Old/New Business

- Julian will be moving to the east coast, Ray will be replacing him on the board for the YMCA

Adjournment- Adjourn 10:09 AM