



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, May 21st, 2026 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Taylor McDonald
ECBBIA Board: Jackie O'Connor, Eddie, John O'Connor, Luke Nguyen, Edwin Lohr, Julie Tran
Attendees: Logan Braydis, Lynn Elliot, Officer Hall, Jessica, Jason Weisz, Jessica, Michelle M, Randy Reyes, Carolina Goding,

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

- Introductions
- Elected Officials updates
 - Randy Reyes, Mayor's Office
 - Closely monitoring the community as they are in mourning after the shooting
 - Budget Process Update
 - May revise and changes made
 - Protection of library and rec hours: Youth drop in centers, protection of Dec nights, bathroom maintenance, claremont libraries
 - Increase of tourist tax
 - Council members will discuss May revise, no date yet
 - June 9th is final for budget
 - Count on unhoused individuals 6.6% decrease
 - 2nd year in row that SD sees a decrease
 - Tootie asked Randy & Michelle about SBEP funding
 - Logan Braydis
 - Budget season Council member Whitburn will release recommendations for budget
 - Included small business enhancement into the budget
 - Negotiated Balboa Park will return at the end of the year (Dec. 31st) and has slashed trash fees by next year
 - Tootie asked how Whitburn will help the BID's in his district by pushing for SBEP and how can we help with that push
 - Jason Weisz
 - Hitting a balanced budget
 - Reviewing the budget and going through sub committees
 - FED admin is cutting medicare
 - Must provide a budget by June 15th
 - Timely month at the capital
 - All assembly bill must pass out of house of origin
 - Sugar Bill: 20 or more locations (chains) sugar labeling in order to inform the public about the sugar content

- AB79 allows development on transportation corridor, helps with zoning laws, technical
 - Michelle Munoz
 - Routing 3rd amendments to BID
 - Final packet for June is due July 7th
 - Claim monies that are unclaimed (dropped a link in chat)
 - Carolina Goding
 - SDCCE opportunity for anyone to get a job or apprenticeship
 - Officer Hall.
 - Tragedy that happened on Monday has been keeping them busy
 - Office cummings will be taking a sergeant position
 - Coffee with the cops: Starbucks on El Cajon Blvd
 - May 19th is East Side day and seems to be a dangerous day in the community for gangs
- Public Comment
 - None

Action Item:

- Parking Meter Memo
 - Discussion on letter that was sent on Feb 12
 - The memo was sent to the Mayor's office, CD3 & CD9 current conditions on El Cajon Blvd do not meet standards for meter with some spaces having only 30% occupancy
- Rapid 215 Letter of Support - Coalition

II. Proposed Motions:

- Motion to approve minutes for April - Jackie 1st Peter 2nd

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - New Business: Chance's Coffee 2311 ECB
 - **30ECB -**
 - Collins & Coupe Market May 21st 4-7PM
 - Cinkuni North Park Cmty Clean Up Nov 20th 3-8PM
 - **Central -**
 - De Corazon: All Women Art Show May 24th 10am-6pm
 - Working on program to develop branding for each hub
 - Torque Book Swap May 30th 11am-1PM
 - **Little Saigon**
 - GEM's Lunar Year celebration Feb 20th

IV. Committee Reports - Information Items

Executive - John

- Schedule a meeting for some time in June

BID Alliance- Jackie O'Connor

- SBEP item discussion

Promotions - C. Perez, Chair, Staff

- Coffee & Chat w/ Taylor Wednesdays 9AM-12PM
 - Modern Times Coffee
- Coffee Tour Summer Edition
 - June 5th drops
- 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

Economic Development- *John O'Connor, chair*

- Access to Capital - Tom Bui (few months left in the contract)
- Business Walk and help with translation by Tom
- LISC Partnership - initial meeting and planning another meeting

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

- Low utilization on parking meters that were installed in March
 - Only 2,000 made in April meaning at that rate it will take 4+ years to recuperate money invested
- New Tree Planting 20+ hoping for end of summer
- Totem Median Sculpture Damage
 - The planter was hit, waiting to repair with the artist
- Banners
 - Fair Banners installed May 16
 - New hardware - City process

Old/New Business

- New brokerage by Luke called Wayfinder
- 37ECB cafe program is up and running and ready to support catering events

Adjournment- Adjourn 10:21AM