



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, Nov 20th, 2025 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Nick Nguyen, Taylor McDonald

ECBBIA Board: Jackie O'Connor, Luke Nguyen, John O'Connor, Julian Villegas,

Attendees: Logan Braydis, Lynn Elliot, Officer Hall, Viridiana Quintana, Jason Weisz, Jessica, Joseph Kearns, John Loggins, Officer Serafina

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

- Introductions
- Elected Officials updates
 - Randy Reyes, Mayor's Office
 - Key Dates: Dec 9th discussion for license plate technology
 - Enforcement for traffic safety
 - Streelight repairs: 124 street lights many around el cajon boulevard
 - Jason Weisz
 - SBPS46 - Requires lead test in prenatal vitamins
 - Town Hall - Crawford 6-7:30PM
 - Going over what is in the budget
 - SB79 - Tootie asked if Jason could go over SB79
 - Mass transit and housing surrounding it
 - Allow development up to 7 stories
 - Prohibits local government to put limits near transit areas
 - Since it is part of SD law it doesn't affect us as much as other areas
 - Viridiana Q (Economic Development)
 - Prepare for budget season
 - Back in 2016 approved, min wage is going up to 17.75
 - Serafina M.
 - Homicide happened in la cresta hotel, 22 year old girl
 - More girls on the boulevard, vice is working on that but very hard to stay on top of it due to switching locations
- Public Comment
 - None

Action Item:

- Annual Meeting/ Board election January 15th
- Love City Heights 501c3

II. Proposed Motions:

- Motion to approve minutes for Sept & Oct 2025 1st Jackie 2nd Peter

- Motion to approve FY27 MAD Budget 1st Peter 2nd
 - Discussion was had on whether or not to raise 3% or 5%. Tootie mentioned to do two votes: Motion to approve vote for 3 and then another for 5. Approved for 5

III. Hubs

- **Hubs - Scheduling Meetings**
 - **West End**
 - New Business: Chance's Coffee 2311 ECB
 - **30ECB -**
 - Collins & Coupe Market Nov 16th 4-7PM
 - Cinkuni North Park Cmty Clean Up Nov 20th 3-8PM
 - **Central -**
 - New Businesses: Felines and Friends 3288 ECB
 - Michaels Resale 2488 ECB
 - Torque Coffee - Sip Slurp and Score Part 1 Nov 22
 - **East End**
 - Woof Open House Oct 18th 2-5PM

IV. Committee Reports - Information Items

Executive - John

- No Update

BID Alliance- Jackie O'Connor

- No reports

Promotions - C. Perez, Chair, Staff

- Coffee & Chat w/ Taylor Wednesdays 10-12PM
- New Round of Coffee Tour
 - Lasting from Oct 15th - Dec 31st
- Pop-Up @ Winona - Events
 - Holiday Market - Dec 12-14
 - Catrina Contest
- Tootie called for a promotions meeting
 - In order to discuss social media

Economic Development- John O'Connor, chair

- Access to Capital - Nicholas gave his report on golden days and helping with storefront improvement, other businesses are giving comments about homelessness
- Mid-City CPU- Meeting on October 29th to discuss History & Place, mobility and open space. They're in the early stages and 1st draft will be sometime in winter-spring

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

- Median Lighting Concepts- The discussion on whether to move forward with converting to uplighting will be happening at future meetings.
 - Uplighting video demonstration by Steve about the meeting of demoing on the boulevard median
 - Ability to change colors, multi year conversion, less maintenance costs due to vandalism
 - 6 years to replace all the medians
- FY27 MAD Budget - Will be presented at the the Nov Joint Committee meeting
- New Tree Planting in November
- Totem Median Sculpture Damage
 - The planter was hit, waiting to repair with the artist
- MCCPD - FY26 Budget - Status
 - We have turned in multiple budgets and it keeps getting returned. The City is discussing terminating CP 100-18

Old/New Business

- Bicycle giveaway with YMCA, Boulevard usually helps with about 20 bikes Sat December 13th
- Turkey Giveaway Pop Up Winona

Adjournment- Adjourn 10:25AM