



EL CAJON BOULEVARD
BUSINESS IMPROVEMENT ASSOCIATION
MEETING MINUTES OF THE BOARD OF DIRECTORS MEETING
Thursday, Sept 17th, 2026 – 9 AM

Present: ECB BIA Staff: Tootie Thomas, Steve Aldana, Alexandra Espejel, Tom Bui
ECBBIA Board: John O'Connor, Peter Osetek, Edward Haidar, Edwin Lohr (Zoom), Julie Tran, Luke Nguyen (Zoom), Andy Taylor (Zoom), Christine Perez,
Attendees: Officer Jenny Hall (SDPD), Jessica (Pacific Liquor) , Carolina Goding (Zoom), Viridiana Quintana (City of San Diego), Randy Reyes (Mayor's Office) (Zoom)

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

- Introductions
- Elected Officials updates
 - Viridiana Quintana
 - Preparing for El Niño. Economic Development will host a walk in City Heights next month.
 - Randy Reyes
 - Map provided to see the flood prone zones
 - D9 will have places to get sand bags
 - City update on homelessness, expanding services to service women and children
 - Reduction of speed limits on corridor and school zones
 - Currently in Golden Hill and working north to Mid-City.
 - Tootie mentioned a flooding tab on SD GET IT DONE
 - Officer Hall
 - Change in personnel, new lieutenants
 - Officer involved shooting in North Park
 - Breaking car windows at Denny's on ECB at Oregon St.
 - The suspect ran into an adult store on 30th st.
 - Male suspect dead, police dog injured, and police minor injuries
 - Still covering for Josh, who is out on leave.
- Public Comment-
 - None

II. Proposed Motions:

- Motion to approve minutes for August - Peter 1st Julie 2nd, Unanimous approval

III. Hubs

- **Hubs - Scheduling Meetings**
 - **30ECB -**
 - Collins & Coupe Market- Sept 17th 5-8PM
 - Summer Market at Cinkuni- Aug 23rd 12-4pm
 - **Central -**
 - OG Poke -Coming in the near future, under construction at Swift
 - **Little Saigon**
 - Tera Tea House had their opening on Sept 9th

IV. Committee Reports - Information Items

Executive - John

- Going to make Executive meeting become a regular again

BID Alliance- Jackie O'Connor

- Meetings land on same day as our meetings, working on having someone on the BID Alliance team

Promotions - C. Perez, Chair, Staff

- Pop-Up @ Winona - Events
 - Open Mic Night - Fridays
 - Free Lunch - Tuesdays
 - She Fest - October 10
 - Latine Heritage Month Events
 - Mexican Tianguis - September 23
 - Loteria Night
 - Dia de los muertos - Camino de Almas Nov 1st.
 - Market Place
 - Ghost Stories
 - Catrina Contest

Economic Development- John O'Connor, chair

- Access to Capital - Tom Bui
 - LS Working Group has been gathering and have talked about the new event coming up
 - Predicting the amount of people will be about the same to last events attendance
 - Community spotlights
 - Starting a series about LS community
 - Insurance presentation
 - Focusing on El Nino weather and preparing the businesses for the weather that is coming
 - Bringing a Vietnamese insurance broker to help discuss coverage
- Beautifying the BLVD
 - Starting at Sin Lee
- CIVIC Communities Lunch & Learn will focus on:
 - New Markets Tax Credit Program
 - Community Impact Lending and Investment
 - Affordable and Middle Income Housing
 - Building Business Success Program
 - Consulting and Project Management
 - Will have follow up with property owners and Civic
- KPBS Feature on El Cajon Blvd
 - List of ideas to talk about history & future of El Cajon Blvd
- Mid-City Community Plan Update - 1st draft has been released:
 - Proposed density for the district is 218 DU/A on the frontage.
 - Discourages self-storage units, data centers, drive-throughs
 - Adaptive reuse of historic and older buildings, which can preserve the character of El Cajon Boulevard while supporting new investment and businesses.
 - Transportation overall vision: converting the boulevard into a more walkable, bike friendly, transient oriented, culturally vibrant community
 - Recognition of the Little Saigon Cultural District and the goal of creating a vibrant, pedestrian-friendly cultural corridor connecting businesses, institutions, public spaces, transit, and cultural destinations
- **A response from the board will be sent via memo to the City.**

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

- Parking meters- 805 - 37th Utilization - Still showing extremely low utilization.
 - A memo is being written to the City with data and business feedback, with a request to remove meters
 - The revenue is only at \$9,031
- Pedestrian/Traffic Safety
 - Kansas Street- Traffic signals still haven't been turned on. Waymo is having issues and is constantly stopping and blocking traffic for long periods of time, which is a safety concern.
- Orange Avenue Complete Streets - Construction
 - Diversion streets and traffic circles are being constructed at multiple intersections.
- Trees
 - New Plantings - 20 trees are coming in Fall
 - Illegal tree removal at 4937 ECB- no update
- Banners
 - New hardware - City process
 - Replace Existing Banners & new locations
 - Talmadge Centennial (Euclid)
 - Little Saigon - LSWG
 - Boulevard Banners - SDSU & Love City Heights

Old/New Business

Adjournment- Adjourn 10:14 AM