



Board of Directors Meeting Thursday, February 15, 2018 – 9:00 am

AGENDA

BIA Mission:

The El Cajon Boulevard Business Improvement Association is an association of local businesses committed to improving the physical and economic conditions along the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City San Diego.

I. Call to Order/Introductions/Speakers – *Tootie Thomas, President*

- **Public Comment** (*limit to 3 minutes per speaker*)
- **Reports from Elected Officials/Representatives**

II. Action Items

- Boulevard 20/20 committee
- CDC/BIA partnership agreement
- Vegan/ Vegetarian fair at Anthem in May

Proposed Motions:

- Motion to Approve Board Meeting Minutes – November 16, 2017
- Motion to approve Financials for January 2018
- Motion to approve: Entering into an agreement with the City
- Motion to approve speed indicator MOU with Mid-City Community PD
- Motion to approve and sign onto Letter for I-15 Parcels

III. Community Reports

- Hubs
 - BLVD West (Texas)
 - 30ECB- May Sip and Shop
 - Little Saigon- Murals,
 - BLVD East - Business banners Installed Update on Crime

- BID Alliance *Jacquelyn O'Connor, Rep*

IV. Committee Reports - Information Items

Executive

T Thomas, chair

- Financials Bookkeeper Office Admin - Jeff Domzalski Financials
- Board Elections
- Financial/Budget- Adhoc - *Julian Villegas/ Jacquelyn O'Connor, chair*
 - PO system

Promotions

P Gillette – Forman, staff

- Mardi Gras crawl Press follow up
- Audit of 1st. Quarter Social media expert
- Salsa Sabado Saturday
- Little Saigon arts grants next steps and Tet
- Hub Banners Central
- Boulevard Guide Print date
- Flashlight schedule

Economic Development *John O'Connor, chair - Forman, staff*

- Developers Bus Tour 2.0- Check received
- New Development Projects
- ATC- Amelia Cary
- Chamber Update
- Monthly Press release/ 2nd Quarter Marketing push

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

- Little Saigon Project Update
 - Murals and Menlo Crosswalks
 - Utility boxes
 - Wayfinding Kiosk
 - Planters
- 30th Bike Accommodation Study- Business to Client Survey
- CenterLine Station Opening Event - February 24th

V. Old Business

VI. Announcements and Adjournment