



**SAN YSIDRO BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
MEETING AGENDA**

**Wednesday, September 18, 2024 9:30AM to 10:30AM**  
**Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173**

**Call to Order and Introductions**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

**Non-Agenda Public Comment**

Public comment may be made on any non-agenda topic in the committee's area of responsibility. The Chair will call on those who wish to give public comment. (*Public comments are limited to 2 minutes per speaker.*)

**1. August Meeting Minutes**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

**2. Community Relations Officer Report**

*Information provided from the San Diego Police Department.*

Carlos Lacarra, Community Relations Officer, San Diego Police Department

**3. Council District 8 Report**

*Information provided from the Office of City Councilmember Moreno.*

Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno

**4. Small Business Advisory Board Report**

*Updates provided from the San Ysidro BID Advisory Board.*

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

**5. Economic Development Department Programs**

*Overview of EDD business programs.*

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

**6. Economic Development Department Report**

*Updates on budget and services contract.*

Alex Southard, Interim Community Development Coordinator, Economic Development Department

**7. Adjournment**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

\*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.** To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact Economic Development Department at least five (5) working days before the meeting at (619) 236-6700 to ensure availability.



**SAN YSIDRO BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
MEETING MINUTES**

**Wednesday, August 28, 2024 11:00AM to 12:00PM  
Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173**

**Call to Order and Introductions**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was called to order at 11:05 AM.

**Attendance:**

**Members of the Public**

Sunny Lee  
Sandra Compton  
Miguel Aguirre  
Antonio Martinez  
Donna Deberry  
Carol Kang  
Jennifer Goudeau  
Marni Wilton  
Chris Adame  
Maria Quiroz  
Alfredo Ripa  
Vicky Sharma  
Andres Ripa  
Silvana Alaniz

**City Staff**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department  
Alex Southard, Interim Community Development Coordinator, Economic Development Department  
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

**Non-Agenda Public Comment**

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- Request made for an official response explaining the reason for transition in BID management.

**1. Meeting Overview/Conversation**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Elizabeth Studebaker shared an overview on the San Ysidro BID transition and the current fiscal status of the BID.
- SBAB will support the San Ysidro BID in various ways including having board members serve on the San Ysidro BID Advisory Committee.
- SBAB currently has vacancies. Visit the website for more information including the application page- [www.sandiego.gov/economic-development/business/starting/advisory](http://www.sandiego.gov/economic-development/business/starting/advisory).
- EDD hosted an Open House in July where the public shared several topics of interest such as cleanliness, safety, branding, and the community parking district.

2. **Council District 8 Report**

*Information provided from the Office of City Councilmember Moreno.*

Council Representative, Office of Councilmember Vivian Moreno

- None.

3. **Small Business Advisory Board Report**

*Updates provided from the San Ysidro BID Advisory Board.*

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Sunny Lee announced SBAB voted on August 27, 2024 to appoint Jose Sahagun, Miguel Aguirre, and Vicky Sharma to the San Ysidro BID Advisory Committee. Several candidates remain under review and may be appointed at the next meeting.
- The group discussed best meeting dates/times and confirmed third Wednesday of each month at 9:30am. The next meeting is September 18<sup>th</sup>.

4. **Economic Development Department Report**

*Updates on budget and services contract.*

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- The group shared positive feedback on the potential banner designs.
- EDD will soon have a services agreement contract with Hearts & Hands.
- EDD is working on a nonprofit agreement for technical assistance in the district.

5. **Adjournment**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was adjourned at 12:00 PM.

6. Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

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