



**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

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.*)

- 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.
- 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 18th.

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 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.

*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.