



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

Wednesday, November 20, 2024 9:00AM to 10:30AM
Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173

Advisory Committee Members to Date: Donna Deberry, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.

Call to Order and Introductions

Donna Deberry, Alternate 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. September and October Meeting Minutes

Donna Deberry, Alternate 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. Update from Civic Community Partners, Inc.

Updates provided from Civic Community Partners.

Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners

5. Small Business Advisory Board Report

Updates provided from the San Ysidro BID Advisory Board.

Alex Southard, Interim Community Development Coordinator, 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**

Donna Deberry, Alternate 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, September 18, 2024 9:30AM to 10:30AM
Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173

Advisory Committee Members to Date: Jose Sahagun, Miguel Aguirre, Sunny Lee, and Vicky Sharma.

Call to Order and Introductions

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

- Meeting was called to order at 9:34 AM.

Attendance:

Members of the Public

Sunny Lee
Miguel Aguirre
Jose Sahagun
Consuelo Delgadillo
Sandra Compton
Gustavo Bidart
Michael Lengyel
Andres Ripa
Albert Alvarez
Carol Kang
Donna DeBerry

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
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
Carlos Lacarra, Community Relations Officer, San Diego Police Department

Non-Agenda Public Comment

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- None.

1. August Meeting Minutes

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

- The community advisory group unanimously approved the August meeting minutes.

2. Community Relations Officer Report

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra provided an update from SDPD as it relates to the San Ysidro community.
- Officer Lacarra has been with the Police Department for 30 years, 24 years in the southern division and 14 years in San Ysidro.
- The SDPD has a new Chief, Chief Scott Wahl. There is also a new Captain for the Southern Division, Captain Alberto Leos.

3. Council District 8 Report

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

- Giancarlo Lopez-Duran provided an update from the Office of City Councilmember Moreno.
- The groundbreaking of Beyer Park recently took place, there are two projected phases.
- There are several upcoming events including a dumpster drop off day and a small business

- fair. Contact Giancarlo for more information and flyers.
- Recent increase in car break ins and thefts, working with the Police Department to spread awareness and report.
- There is progress in declaring a State of Emergency on the sewage issue.

4. **Small Business Advisory Board Report**

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

- Sunny Lee provided an update from the SBAB as it relates to the San Ysidro BID Advisory Board.
- The SBAB will approve several Advisory Committee members in the September 24th meeting.
- The next Advisory Committee meeting is October 16th at 9:30am. There may be a new meeting date/time for the November meeting.

5. **Economic Development Department Programs**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Elizabeth Studebaker presented an overview on EDD business programs.
- Key programs discussed included assessment districts (Business Improvement Districts, Maintenance Assessment Districts, and the Property and Business Improvement District), business walks, Capacity Building Grant, Storefront Improvement Program, and other business incentives.

6. **Economic Development Department Report**

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- The services agreement with Heart & Hands has been finalized. The schedule was shared with attendees.
- EDD is working with Civic Communities Partners on a technical assistance agreement. More information to come.
- The World Design Capital banners will be installed soon.

7. **Adjournment**

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

- Meeting was adjourned at 10:51 AM.

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

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

Wednesday, October 16, 2024 9:30AM to 10:30AM
Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173

Advisory Committee Members to Date: Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.

Call to Order and Introductions

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Meeting was called to order at 9:35 AM.

Attendance:

Members of the Public

Alfredo Ripa
Andres Ripa
Carol Kang
Cris Adame
Gustavo Bidart
Jennifer Goudeau
Jim O'Callaghan
Jose Sahagun
Marni Wilton
Miguel Aguirre
Sandra Compton
Silvana Alaniz

City Staff

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department
Viridiana Quintana, Small Business Support Specialist, Economic Development Department
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
Carlos Lacarra, Community Relations Officer, San Diego Police Department
Ahmad Erikat, Interim Parking Districts Program Manager, Sustainability & Mobility Department
Claudia Brizuela, Senior Traffic Engineer, Sustainability & Mobility Department

Non-Agenda Public Comment

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- The Small Business Development Center will be hosting a workshop at El Rincon Restaurant on October 29th from 4:30-7:30pm.

1. Community Parking District Presentation

Overview of the San Ysidro Community Parking District.

Ahmad Erikat, Interim Parking Districts Program Manager, Sustainability & Mobility Department

- Ahmad Erikat and Claudia Brizuela presented on the San Ysidro Community Parking District.
- The San Ysidro Parking Study outlines additional information - https://www.sandiego.gov/sites/default/files/san_ysidro_parking_study_final_o.pdf
- The group asked questions and conversation followed.
 - Funds can support items such as infrastructure improvements, wayfinding projects, cleaning services, among other services.

2. September Meeting Minutes

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- The Advisory Committee will review the September meeting minutes at the next meeting.

3. Community Relations Officer Report

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra provided an update from SDPD as it relates to the San Ysidro community.
- Officer Lacarra shared staffing transitions taking place within the department.
- Coffee with a Cop taking place October 22nd at 11:30am at the San Ysidro Library.
- Get It Done is underutilized in this community- <https://www.sandiego.gov/get-it-done>
- Issues under Cal Trans jurisdiction can also be reported- <https://csr.dot.ca.gov/>

4. Council District 8 Report

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

- Giancarlo Lopez-Duran provided an update from the Office of City Councilmember Moreno.
- Council approved a resolution to declare a state of emergency in the Tijuana River Valley.
- An item regarding land use and signage will be going to committee on October 17th.
- Currently working with SDPD to address lights on bridge.
- San Ysidro Library 100-year anniversary celebration on October 12th.
- Soccer/Music Fest taking place at Cesar Solis for \$25.
- San Ysidro Townhall at the Civic Center on October 16th at 4pm.

5. Small Business Advisory Board Report

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Elizabeth Studebaker provided an update from the SBAB as it relates to the San Ysidro BID Advisory Board.
- The group discussed various subcommittee topics.
- The group decided November's meeting date/time- November 20th from 9-10:30am.
 - The Advisory Committee will decide on a new meeting time starting 2025.
- SBAB voted on September 24, 2024, to appoint Jose Alfredo Ripa, Marni Levy Wilton, and Silvana Alaniz to the San Ysidro BID Advisory Committee.

6. Economic Development Department Report

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Elizabeth Studebaker shared information regarding upcoming activities.
- EDD is still working with Civic Communities Partners on a technical assistance agreement. More information to come.
- The World Design Capital banners will be installed mid-October.
- The City's IT Department is hosting a Security Fundamentals workshop on October 22nd. 3-year ESET Home Security Ultimate licenses are available for the first 100 qualifying small businesses. Registration here- https://sandiego.zoomgov.com/webinar/register/WN_x1C7i1hCTQOmeg-oTEPQwO#/registration

7. Adjournment

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Meeting was adjourned at 10:49 AM.

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

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