



**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**

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.*)

- 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 24<sup>th</sup> meeting.
- The next Advisory Committee meeting is October 16<sup>th</sup> 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.

**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.

# Economic Development Department

September 2024

# Business Expansion, Attraction, & Retention (BEAR) Division



Small Business  
Engagement



Tourism & Capital

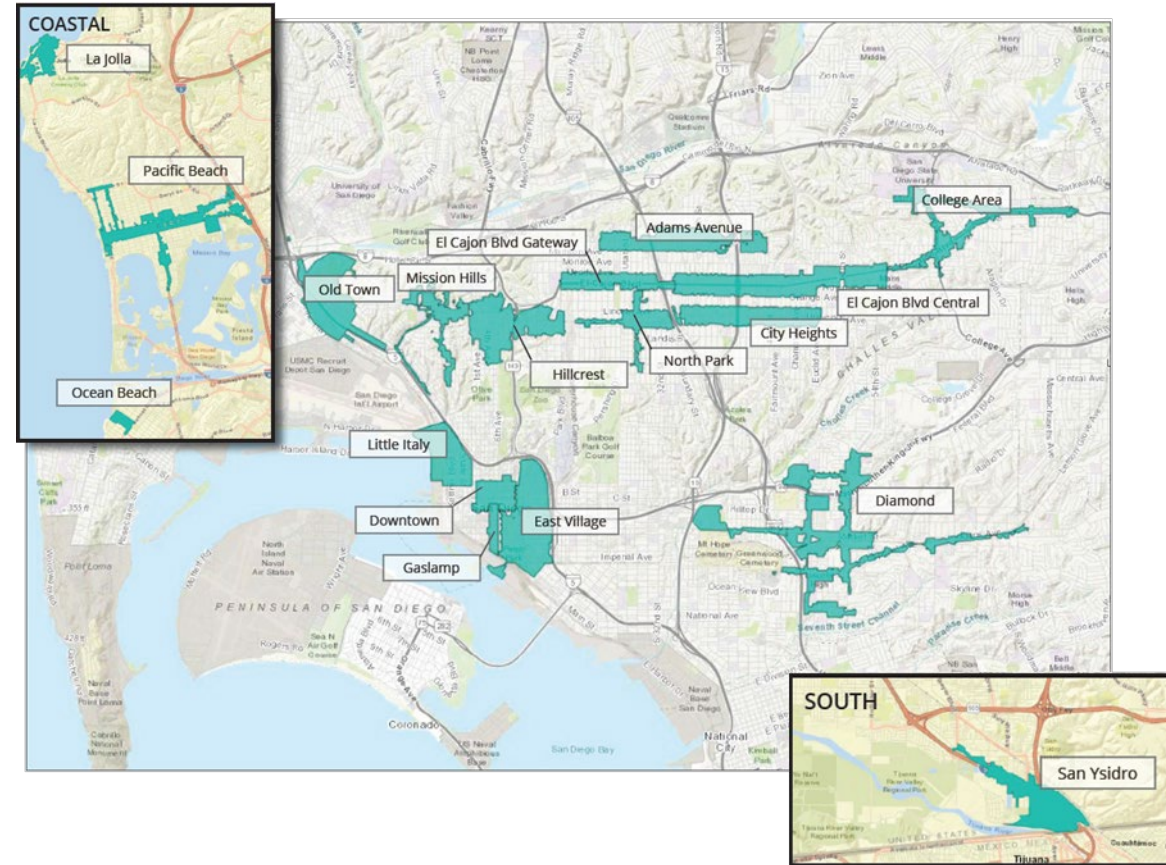


Innovation,  
Manufacturing &  
Trade



# Neighborhood Business Districts

- 18 Business Improvement Districts (BIDs)
- 11 Property Assessment Districts (MADs/PBIDs)
- Capacity Building Grant Program



# Business Walks

## Purpose:

- Community organizations and City representatives visit small businesses
- Approximately 100 small businesses along a commercial corridor (1-mile stretch)
- Build relationships and share resources



# Business Finance Loan Program

- CARES Act Revolving Loan Fund
- SD Region Revolving Loan Fund

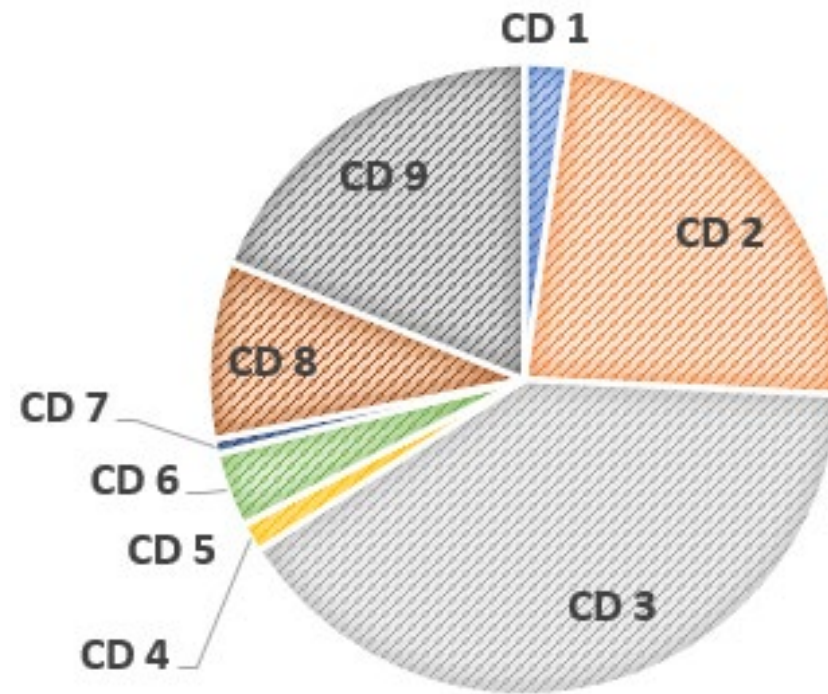
## Eligibility Requirements

- The business has a commercial location in the City of San Diego, with loan funds to be spent at that location
- Businesses must have an active [City of San Diego Business Tax Certificate](#)
- The loan must be used to create or retain employment opportunities in the City of San Diego
- Startups interested in applying for a loan must have at least a six-month operating history in a supportive business environment (e.g., incubator, accelerator, business development program, etc.)

# Storefront Improvement Program (SIP)

- The goal is to enhance the “curb appeal” of small commercial structures
- Open to businesses located in the City of San Diego with a valid business tax certificate

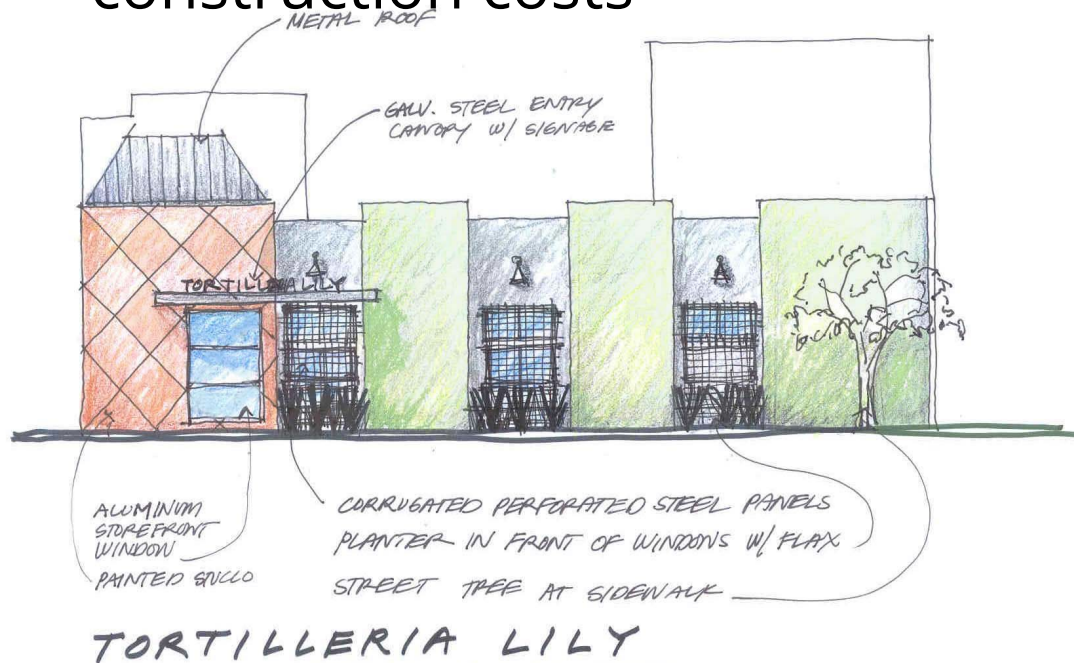
Applicants since 2019,  
by Council District





# SIP Program Benefits

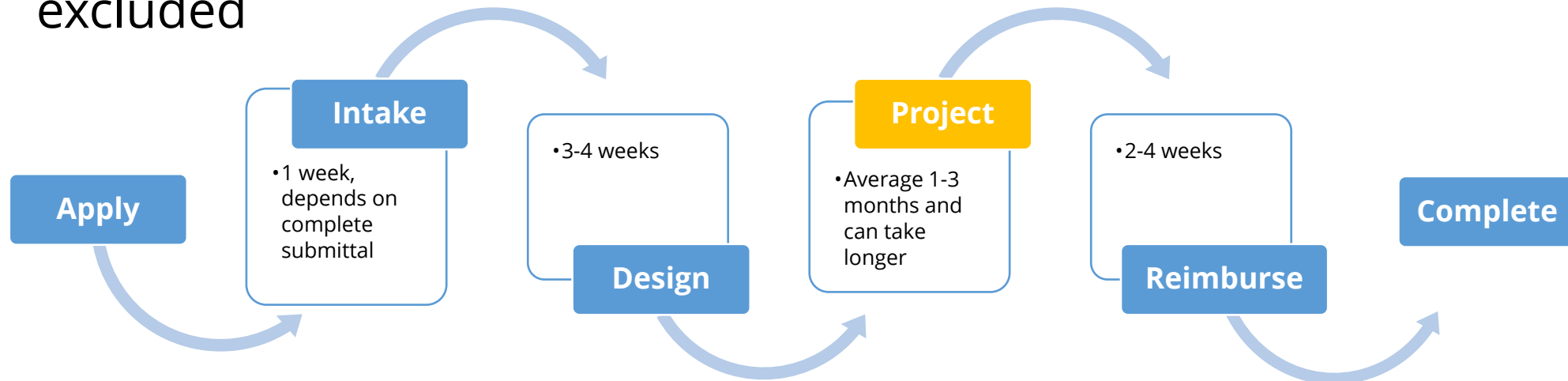
- Professional design assistance
- Grant of one-half of expended construction costs



Wheat and Water conceptual design by Ergo Architecture

# SIP Program Benefits

- Standard Incentive category: single business and will receive half what they spend, up to \$8,000
- Extra incentives for businesses located in an Opportunity Zone, in the SD Promise Zone, or if they are undertaking a historic restoration
- Residential structures, Government buildings, and chain stores are excluded



# Eligible Improvements

- Awnings
- Lighting
- Signage
- Windows and doors
- Exterior artwork
- Defined outdoor spaces
- Landscaping, planters and street trees
- Building paint and decorative material
- Accessibility modifications



# Before and After Images



4006 – 4008 Van Dyke Avenue



The Lighting Element, 3140 Market Street



Little Flower, 5547 El Cajon Boulevard

# Innovation, Manufacturing, & Trade

Provide technical permitting assistance and support for:

- ✓ Life sciences
- ✓ Aerospace & defense
- ✓ Cleantech & energy
- ✓ Food & beverages
- ✓ Electronics & telecom
- ✓ Warehouse and logistics
- ✓ Others



# Permitting & Technical Support

## Due diligence:

- ✓ Identify potential locations
- ✓ Identify zoning and development standards
- ✓ Research archives
- ✓ Confirm submittal requirements

## Permitting:

- ✓ Liaison between applicant and Development Services Department (DSD)
- ✓ Monitor permit progress
- ✓ Troubleshoot and assist with issues resolution