



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

Wednesday, January 8, 2025 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

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. November 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. Hearts & Hands Report

Information provided from Hearts & Hands Working Together.

Alicia Jimenez, President & Director, Hearts and Hands Working Together

5. Working Group Update

Updates provided from Civic Community Partners.

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

6. Small Business Advisory Board Report

Updates provided from the San Ysidro BID Advisory Board.

Alex Southard, Interim Community Development Coordinator, Economic Development Department

7. Presentation from MTS

Presentation from the San Diego Metropolitan Transit System, including wildcatting.

Leonardo Fewell, For-Hire Vehicle Administration Manager, San Diego Metropolitan Transit System

8. Presentation on the Urban Forestry Program

Presentation on the Urban Forestry Program, Trees for Communities project.

Olivia Mabee, Community Engagement Specialist, Transportation Department

9. Economic Development Department Report

Updates on budget and services contract.

Alex Southard, Interim Community Development Coordinator, Economic Development Department

10. 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, 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

- Meeting was called to order at 9:06 AM.

Attendance:

Members of the Public

Alejandra Perez
Alejandro Lopez
Alicia Jimenez
Carol Kang
Francisco Bates
Giovanni Tec
Gustavo Bidart
Jennifer Goudeau
Julia Bustamente
Leonardo Fewell
Raul Ryan
Sergio Iniguez
Zachary Hernandez

Advisory Committee Members: Donna Deberry, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, and Miguel Aguirre.

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.*)

- Various agencies including the District Attorney are working to address illegal transportation known as wildcatting.

1. September and October Meeting Minutes

Donna Deberry, Alternate Co-Chair, San Ysidro Business Improvement District Advisory Committee

- With a motion by Miguel Aguirre and a second by Marni Wilton, the Advisory Committee voted to approve the September 18, 2024 and October 16, 2024 minutes.
 - Yes: Donna Deberry, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, and Miguel Aguirre.
 - Abstain: None.
 - Absent: Silvana Alaniz, Sunny Lee, and Vicky Sharma.

2. Community Relations Officer Report

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- None.

3. Council District 8 Report

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

- None.

4. Update from Civic Community Partners, Inc.

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

- Gustavo Bidart provided an introduction to Civic Community Partners and the technical assistance support that will be provided.
- The group decided to form a working group focused on strategic planning for the BID. The working group will meet on Wednesday, December 11th at 9am at 663 E San Ysidro Blvd, San Ysidro, CA 92173.

5. Small Business Advisory Board Report

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Alex Southard provided an update from the SBAB as it relates to the San Ysidro BID Advisory Board.
- The next SBAB meeting is scheduled for Tuesday, December 3rd from 8:30-10:00am at Civic Center Plaza (1200 Third Ave, San Diego, CA 92101). Chief Wahl and the new Community Liaison Manager, Lyndsay Winkley, from SDPD will present.
- The meeting times have changed. Starting 2025, the group decided to meet the second Wednesdays from 9:00-10:30am. The next meeting is January 8th.

6. Economic Development Department Report

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- 60 World Design Capital banners were installed mid-October
- EDD will soon route the technical assistance agreement with Civic Community Partners.
- State law referred to as “daylighting” going into effect January 1st.
- The City’s IT Department will host an in-person cybersecurity workshop in March or April. Qualifying small businesses may receive a security license upon completion of training.
- The Stormwater Department has completed reconstruction of a berm that is part of a vital storm channel in the Tijuana River Valley.
- The Trees for Communities Initiative recently planted several trees in San Ysidro.

7. Adjournment

Donna Deberry, Alternate Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was adjourned at 10:21 AM.

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

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