



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

**Wednesday, December 11, 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

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

- Meeting was called to order at 9:05 AM.

Attendance:

Members of the Public

Alicia Jimenez
Andres Ripa
Chris Adame
Francisco Bates
Gustavo Bidart
Jennifer Goudeau

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

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

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. Working Group Priority

- The main priority is discussing the future BID Management.
- The group is considering available options including establishing a new nonprofit or contracting with an existing organization.
- The next meeting can include strategic planning and a timeline creation.

2. Overview of City Programs

- EDD staff gave an overview of the following City programs:
 - i. Business Improvement Districts- <https://www.sandiego.gov/economic-development/about/bids>
 1. San Ysidro BID- <https://www.sandiego.gov/economic-development/about/bids/sybid>
 - ii. Maintenance Assessment Districts- <https://www.sandiego.gov/economic-development/about/maintenance>
 1. MAD Formation Process
 - iii. Community Parking Districts- <https://www.sandiego.gov/parking/districts>

3. Information from Civic Community Partners, Inc.

- Technical Assistance Support
 - i. Civic will soon provide outreach/engagement support to assessment paying

- businesses in the community.
- Overview on nonprofit operations
 - i. Civic will provide on overview on nonprofit management and factors to consider when managing a nonprofit entity.

4. **Adjournment**

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department
Meeting was adjourned at 10:30 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.