



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

**Wednesday, January 22, 2025 9:00AM to 10:30AM**  
**Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173**

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

**Call to Order and Introductions**

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

**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. December Meeting Minutes**

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

**2. Presentation on Nonprofit Fundamentals**

*Presentation on the Fundamentals of Nonprofit Operations.*

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

**3. Future BID Management Discussion**

*Continued discussion regarding the future BID management of the San Ysidro BID.*

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

**4. Adjournment**

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

\*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  
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.

DRAFT