



**CENTRAL COMMERCIAL
MAINTENANCE ASSESMENT DISTRICT (MAD)
MEETING MINUTES**

Tuesday, January 28, 2025 5:00PM to 6:00PM
[Meeting Recording](#)

Call to Order and Introductions

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Meeting was called to order at 5:02 PM.

Attendance:

Community Members

Eric Mcnamara
James Justus
Leonardo Ortiz
Tony Pollard
Felix Lopez
Ebony James
William Burties
Arturo Perzabal

City Staff

David Huerta, Community Representative, Office of Councilmember Vivian Moreno
Alex Southard, Interim Community Development Coordinator, Economic Development Department
Rhea Aguinaldo, Small Business Engagement Specialist, Economic Development Department
Luz Ramirez, Small Business Support Specialist, Economic Development Department
Viridiana Quintana, Small Business Support Specialist, Economic Development Department
Daniel Hamilton, AmeriCorps VISTA Leader, Economic Development Department

Non-Agenda Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment. *(Public comments are limited to 2 minutes per speaker.)*

- A challenging business in the community seems to have closed down.

1. November Meeting Minutes

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- The community advisory group voted to unanimously approve the November meeting minutes.

2. Community Updates

William Burties, Economic Development Director, Logan Heights Community Development Corporation

- William Burties provided updates on community programs, services, and/or events.
- Upcoming events include the monthly community market on February 15th, AI-Driven Strategies for Businesses workshop on February 20th, legal business clinic on February 25th, and Walk-in Wednesdays. Contact LHCD for more information.

3. Council District 8 Report

David Huerta, Community Representative, Office of Councilmember Vivian Moreno

- David Huerta provided information from the Office of City Councilmember Moreno.
- There are currently transitions within the office. A new community representative will likely join in mid-February.
- Upcoming events include community clean ups on February 8th and February 22nd; town halls on February 26th/27th and March 13th; and more. Contact David for more information.

4. Urban Corps Report

Arturo Perzabal, Director of Operations, Urban Corps of San Diego County

- Arturo Perzabal shared information regarding the improvements and activities provided.
- The following cleaning services took place: over 1300 trash bags, 13 bulky items, 1300 sq ft of graffiti abatement, 5 blocks of weed abatement, and 6 tree trimming services.

- Extra crews have been sent to the MAD for weed abatement and graffiti.

5. Economic Development Department Report

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Alex Southard provided updates on the budget and services contract.
- EDD will have a services agreement with LHCD to support with outreach and engagement within the district. Urban Corps will continue to provide the maintenance services.
- EDD has approved the allocation of Additional City Contribution for all MADs in FY2025. For Central Commercial MAD, the approved amount is \$59,716.35. This allotment is comprised of a base allocation and an Opportunity Zone bonus designated to MADs serving under-resourced communities.
- These funds are designated for services that enhance sidewalk cleanliness within the MAD. Allowable uses include sidewalk sweeping, power washing and litter abatement.
- MAD budgets will go to Committee in mid-May and to Council in mid-June.
- There will be an opportunity to discuss Annual Assessment Adjustment Rate increase of 5% per the Engineer's Report at a future meeting.
- The Small Business Engagement Unit has a new addition to the team. Luz Ramirez has joined our unit to support with assessment districts.
- Effective Jan. 1, 2025, the City of San Diego hourly minimum wage increased from \$16.85 to \$17.25 an hour. Updated notices for posting at the workplace are available on the City's Minimum Wage Program webpage- <https://www.sandiego.gov/compliance/labor-standards-enforcement/minimum-wage>. Every employer must post these notices in a conspicuous place at any workplace or job site.
- The next meeting is scheduled for February 25th.

6. Adjournment

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Meeting was adjourned at 5:48 PM.

*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.