



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

Wednesday, January 8, 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

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was called to order at 9:04 AM.

Attendance:

Members of the Public

Alejandra Ruiz
Alicia Jimenez
Alvaro Alvarez
Andres Ripa
Antonio Palafox
Chris Adame
Francisco Bates
Gustavo Bidart
Jennifer Goudeau
Leslie Luna
Leonardo Fewell
Santiago Bustamante
Sergio Iniguez
Zach Hernandez

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

City Staff

Carlos Lacarra, Community Relations Officer, San Diego Police Department
Olivia Mabee, Community Engagement Specialist, Transportation Department
Ayad Youkhana, Project Assistant, Transportation Department
Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department
Alex Southard, Interim Community Development Coordinator, Economic Development Department
Luz Ramirez, Small Business Support Specialist, 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.*)

- None.

1. November Meeting Minutes

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- With a motion by Jose Alfredo Ripa and a second by Marni Levy Wilton, the Advisory Committee voted to approve the November 20, 2024 minutes.
 - Yes: Carol Kang, Donna Deberry, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, and Sunny Lee.
 - Abstain: None.
 - Absent: Vicky Sharma.

2. 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

- Leonardo Fewell with MTS presented on the current status of unregulated/ unpermitted ride-sharing services, also known as wildcatting.
- Several agencies are involved in combatting wildcatting activities in the San Ysidro and Otay Mesa border areas.
- In addition to applicable codes and ordinance violations enforcement, signage has been installed to alert the public about wildcatting.

- The group decided to draft a letter regarding the wildcatting issue and present it to the Small Business Advisory Board.
3. **Presentation on the Urban Forestry Program**
Presentation on the Urban Forestry Program, Trees for Communities project.
 Olivia Mabee, Community Engagement Specialist, Transportation Department
 - Olivia Mabee presented on the Trees for Communities project from the Urban Forestry Program through the City's Transportation Department.
 - Trees for Communities is a multi-year tree planting program to plant new trees, expand existing greenery, and create new tree wells.
 - Information was shared regarding the distinguishment between the City's right-of-way and private property.
 - Visit their website or contact Olivia Mabee if interested in staying information.
 - Contact Olivia Mabee if a potential area is identified to plant trees.
 4. **Community Relations Officer Report**
 Carlos Lacarra, Community Relations Officer, San Diego Police Department
 - Officer Lacarra announced his upcoming retirement this year.
 - There are transitions within SDPD's personnel and some promotions taking place.
 5. **Council District 8 Report**
 Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
 - None.
 6. **Hearts & Hands Report**
Information provided from Hearts & Hands Working Together.
 Alicia Jimenez, President & Director, Hearts and Hands Working Together
 - Alicia Jimenez provided an overview of the services offered by Hearts and Hands including community cleaning and beautification as well as food drives.
 - A large focus is providing cleaning services to the San Ysidro BID. Surplus trash is an ongoing challenge due to litted trash cans in the district.
 - The organization is always looking for volunteers to support with the food drives.
 7. **Management Support & Working Group Update**
Updates provided from Civic Community Partners.
 Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
 - Gustavo Bidart shared information regarding upcoming activities and updates from the Advisory Committee Working Group.
 - The December Working Group meeting will continue to meet the 4th Wednesday of the month to discuss the future management of the BID.
 - Business trainings will be offered soon including Small Local Business Enterprise Certification, Cybersecurity Training, Access to Capital, and more.
 - There are plans to conduct various Business Walks and a Community Development Tour.
 - Civic is currently in the process of hiring an intern.
 8. **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 December SBAB meeting had SDPD's Chief Scott Wahl and Community Liaison Manager, Lyndsay Winkley, as guest speakers.
 - The board would also like to hear from Council President La Cava and Councilmember Foster at a future SBAB meeting.
 - The board is interested in writing an advising letter regarding the FY2026 budget.
 - SBAB voted on December 3, 2024, to appoint Carol Kang to the San Ysidro BID Advisory Committee.
 9. **Economic Development Department Report**
 Alex Southard, Interim Community Development Coordinator, Economic Development Department
 - Alex Southard shared information regarding current activities.
 - EDD is currently in their FY 2026 BID Budget process. The San Ysidro BID will likely be similar to last year with SBAB as the advisory board and the budget allocating for continued services

for Hearts & Hands and Civic Community Partners.

- Future presentations: Feb- SANDAG / March- Potentially SDPD Community Liaison Manager
- There is a training opportunity, USD's School of Business was awarded a GO Biz grant from the State of California to support Hispanic businesses in San Diego with export potential. In addition to targeted training offered in Spanish, the grant includes a complimentary international market entry report for every participating company.
- Effective Jan. 1, 2025, the City of San Diego hourly minimum wage will increase 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- 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.
- Assembly Bill 413, also known as Daylighting, is a California law that prohibits parking within 20 feet of any crosswalk, marked or unmarked, to improve visibility for drivers and pedestrians. The law went into effect on January 1, 2025. For more information visit the City's website: www.sandiego.gov/parking/enforcement/daylighting.

10. **Adjournment**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was adjourned at 10:31 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.