



**SAN YSIDRO BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
TO THE CITY OF SAN DIEGO'S SMALL BUSINESS ADVISORY BOARD**

UPDATES MEETING AGENDA

Wednesday, March 12, 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

Donna Deberry, Alternate 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. **Conversation with Community Liaison Manager, Lyndsay Winkley**
Conversation with San Diego Police Department's Community Liaison Manager.
Lyndsay Winkley, Community Liaison Manager, San Diego Police Department
2. **February Meeting Minutes**
Donna Deberry, Alternate Co-Chair, San Ysidro Business Improvement District Advisory Committee
3. **Community Relations Officer Report**
Information provided from the San Diego Police Department.
Carlos Lacarra, Community Relations Officer, San Diego Police Department
4. **Council District 8 Report**
Information provided from the Office of City Councilmember Moreno.
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
5. **Management Support & Working Meeting 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, Small Business Engagement Specialist, Economic Development Department
7. **Economic Development Department Report**
Updates on budget and services contracts.
Alex Southard, Small Business Engagement Specialist, Economic Development Department
8. **Adjournment**
Donna Deberry, Alternate 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.



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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 9:02 AM.

Attendance

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

City Staff:

Carlos Lacarra, Community Relations Officer, San Diego Police Department
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
Alex Southard, Interim Community Development Coordinator, Economic Development Department
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Members of the Public:

Alejandro Lopez	Javier Ackerman
Alicia Jimenez	Jennifer Goudeau
Alvaro Alvarez	Lizzy Havey
Antonio Palafox	Leslie Luna
Cris Adame	Luis Rodriguez
Erica Reyna	Mario F.
Francisco Bates	Mary Davis
Gustavo Bidart	Robert Lopez
Jason Solar	Sandra Compton
Jacqueline Schliapnik-Garcia	Santiago Bustamante
	Zachary Hernandez

Non-Agenda Public Comment

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- A member offered their space as a meeting location.

1. January Meeting Minutes

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

- With a motion by Marni Levy Wilton and a second by Miguel Aguirre, the Advisory Committee voted to approve the January 8, 2025 minutes.
 - Yes: Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Carol Kang, Donna Deberry, Jose Alfredo Ripa, and Jose Sahagun.

2. Presentation from SANDAG

Presentation on transportation and land use planning studies.

Lizzy Havey, Santiago Bustamante, Zach Hernandez, San Diego Association of Governments

- Lizzy Havey, Santiago Bustamante, and Zach Hernandez with SANDAG presented on the transportation and land use planning studies.
 - The San Ysidro Transit Center Improvements is a near-term plan to address current issues.
 - The San Ysidro Mobility Hub is a long-term vision which includes rail connections like the Purple Line.
 - Opportunities through the Blue Line Transit-Oriented Development.
3. **Community Relations Officer Report**
 Carlos Lacarra, Community Relations Officer, San Diego Police Department
- Southern Division gained 1 Sargent and 1 Detective.
 - Officer Lacarra will be out of office in the coming month.
4. **Council District 8 Report**
 Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
- Giancarlo Lopez-Duran shared a flyer for an International Boundary and Water Commission Citizens Forum regarding the sewage water issue.
 - Upcoming dumpster drop-off taking place at the Recreation Center.
 - City council voted to increase parking meter rates from \$1.25 to \$2.50 per hour effective February 1, 2025.
 - Urban forestry is hosting a workshop regarding opportunities for free trees on March 1st from 10-11:30am at the Civic Center.
 - Street renaming recently took place for Grace Kojima.
5. **Management Support & Working Meeting 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.
 - Civic Community Partners has hired a new intern, Javier Ackerman.
 - Gustavo introduced Robert Lopez with Chase Bank. Robert shared about a free financing program for small businesses which includes 4 months of executive coaching.
 - The January Working meeting included a presentation regarding the opportunities in forming a 501(c)(3) and 501(c)(6). The group made a recommendation to move forward with the exploration of forming both entities.
 - Jennifer Goudeau shared Procopio would charge about \$12,500 for the formation of both entities.
 - With a motion by Marni Levy Wilton and a second by Miguel Aguirre, the Advisory Committee voted to hear a proposal from Procopio at the next Working Meeting.
 - Yes: Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Carol Kang, Donna Deberry, Jose Alfredo Ripa, and Jose Sahagun.
6. **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.
 - At the January meeting, SBAB approved an advising letter outlining their FY2026 budget priorities including SBEP, public safety, and more.
 - Upcoming speakers include Council President LaCava in March and Councilmember Foster in May.
7. **Economic Development Department Report**
 Alex Southard, Interim Community Development Coordinator, Economic Development Department
- Alex Southard shared information regarding upcoming activities.
 - The BID Budgets will go to Committee in March, First Council meeting in April and the Noticed Public Hearing in May.
8. **Adjournment**
 Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee
- Meeting was adjourned at 10:32 AM.

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