

# SAN YSIDRO BUSINESS ASSOCIATION

## BOARD OF DIRECTORS MEETING

### Tuesday, JANUARY 26, 2016 MINUTES

**Attendance:** Ernesto Murguía, Bertha Alicia González, Thomas Currie, Carlos Meza Avalos, Jennifer Goudeau, Douglas Qasawadish, Alfredo Ripa, Miguel Aguirre, Carlos Díaz, Oscar Salas, Sunil Gakhreja

**Absent:** Alfonso Acosta, Jorge Trujillo, Irene Rojas,

**Staff:** Gina Escamilla, Jason Wells, Ricardo **Guests:** Esmeralda Sánchez, Carlos Lacarra, Francisco Castañeda, Jackie Brown

1. President Ernesto Murguía convened the meeting at 0834.
2. President Murguía called for public comment
  - a. Carlos Lacarra, Community Liaison Officer (CLO), SDPD introduced Esmeralda Sanchez, new CLO for the area north of the 905
  - b. Francisco Castañeda, intern with Councilman Alvarez' office, announced a March 12 San Ysidro Clean Up and ask for donations
3. Action Item – Alfredo Ripa moved, and Oscar Salas seconded to approve the November 2015 BOD meeting minutes. Motion was passed 8-0-1 (Gonzalez).
4. President's Report - President Murguía welcomed the group, gave some comments on current Compass bank promotions for small businesses and mentioned he was looking forward to Holidays on the Border and was happy for new initiatives that came from the November Organizational committee that Executive Director Wells would be mentioning.
5. Executive Director Wells announced that Casa Familiar had requested to not provide presentation that was on the agenda – as the needed gap funding for the San Ysidro park upgrade has been committed by the City of San Diego. Thomas Currie mentioned the San Ysidro Pueblo name was changed to San Ysidro Historic Village at the previous evenings SY Planning Group meeting.
6. Executive Director Wells gave the board updates on:
  - a. Holidays on the Border events' success, including \$1000 shopper giveaway. Jackie Brown, of Goodwill, mentioned she was delighted with their participation and that it brought new customers to the store. It was also commented that some stores asked for more than one day. President Murguía mentioned he had fun giving away one of the gift cards
  - b. ED Wells introduced Ricardo as new Boulevard Committee intern
  - c. ED Wells mentioned Business Social event on Feb 11 with San Diego DA's office to speak regarding Prop 47 effects on businesses.
  - d. Boulevard Economic Development launch – full program to bring in new businesses and augment economic development, filling vacancies, promoting commercial opportunities in San Ysidro. Director Gonzalez asked why vacancies were happening. ED Wells mentioned border wait times, peso devaluation, rental prices and businesses not keeping with times. Director Gonzalez mentioned pedestrian border crossers waiting four hours to cross, being mistreated with no bathrooms. Director Gonzalez asked what we've done in this regard. ED Wells reminded the board that while it has taken a while, SYCC and SYBA are responsible for the creation of the new Virginia Ave pedestrian crossing, opening in June. Director Currie mentioned that the SYBA efforts led to ensuring we keep 16 lanes open during construction of this crossing and it was the SYBA who worked with Shamrock Group to ensure construction of Virginia Ave did not disrupt holiday traffic. Treasurer Goudeau confirmed.

Director Gonzalez said she believed us pushing for Virginia Ave is a conspiracy to direct everyone from Tijuana to the outlets on the West side. Treasurer Goudeau mentioned that Virginia Ave is being done at the same time the government is re-constructing the east side crossing as well. Director Aguirre stated that he wanted to attend regional meetings that talk about these things. Director Currie mentioned that the agencies that hold the meetings (CBP, GSA, SANDAG, etc.) are responsible for invitations and have limited as they require. Director Aguirre asked about the configuration of temporary pedestrian kiosks during east side reconfiguration. ED Wells explained the current plans to utilize the historic building for six northbound lanes. Director Aguirre stated it wasn't enough. Director Gakhreja stated that once Virginia Ave crossing was open, the boulevard would critically suffer. Treasurer Goudeau mentioned San Ysidro has only had an eastside crossing for many years, yet Las Americas has grown. Guest Jackie Brown supported SYBA efforts mentioned by ED Wells to make the boulevard a destination. Treasurer Goudeau mentioned that those concerned should attend the Boulevard Committee. Multiple conversations ensued about needs of the boulevard. Director Ripa and Treasurer Goudeau reiterated the need for participation in the Boulevard committee to work on these issues. Director Aguirre insisted we need to do more to make the east crossing the principal point of San Ysidro

e. Committee Reports

- i. ED Wells mentioned the Border Public Arts Committee's efforts to reactivate the Boulevard and their search of grant opportunities, and provide the infrastructure to attract new businesses
- ii. Farmers Market – ED Wells gave an update expecting to start in March
- iii. Promotions – San Ysidro Media Campaign ED Wells gave update on proposed package from radio/ TV (attached)
- iv. Boulevard – ED Wells stated the SYBA is putting together proposal to City of San Diego for Virginia Ave Transit Center maintenance/ administration

f. 2017 Budget/ BID Contract Timeline

7. Treasurer's Report - Treasurer Goudeau gave the monthly financial reports to the Board.

The meeting was adjourned by President Murguia at 9:44am

**SAN YSIDRO**  
BUSINESS ASSOCIATION