



**San Ysidro Chamber of Commerce
Board of Directors Meeting
Tuesday, August 30, 2016
10:30 – 11:30 A.M. at the San Ysidro Community Service Center**

Agenda

1. Welcome and Convening of Meeting, Roll Call and Introductions (10:30am)
2. Non-Agenda Public Comment
Public comment may be made on any subject in the Board's area of responsibility. In the interest of dealing with business on hand, comments are limited to no more than three (3) minutes total per subject, regardless of the number of those who wish to speak. (Comments relating to today's agenda are to be taken at the time the item is heard.) The President has the ability to reduce speaker time in the interest of accomplishing board business. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken or had by the Board on any issue brought forth under "Non-Agenda Public Comment."
3. Approval of Minutes- June Meeting **ACTION**
4. Presentation 77 Minutes (McDonalds Massacre Movie) Charlie Min Information
5. President's Report President Goudeau
6. Executive Director's Report Executive Director Wells Information
 - a. Old Town Chamber of Commerce Visit
 - b. Business Meetings
 - c. A.M.I.G.O.S. program RFP
 - d. Banner Program
7. Treasurer's Report Treasurer Gakhreja Information
 - a. Monthly Report
 - b. FY 2016 performance
8. New Business –
 - Strategic Plan – Board to decide on Chamber's Strategic Plan. Two options will be presented to the Board for acceptance of either plan. **ACTION**
 - Depending on strategic option approved, the San Ysidro Chamber of Commerce dissolve its current EIN for operation under the San Ysidro Improvement Corporation. **ACTION**
9. Committee Reports
 - Border Transportation Council
 - San Ysidro Smart Border Coalition
 - Border Public Arts Committee
 - Education Committee
 - Boulevard Committee
 - Events and Promotions Committee
10. Adjourn (12:00 am)

NEXT BOARD MEETING: SEPTEMBER 27, 2016

****Committee Meetings**

<u>COMMITTEE</u>	<u>CHAIR/ CHAMBER REP</u>
Transportation (BTC) 2 nd Tuesday each month 1030 am	Chair Bates
Smart Border Coalition 2 nd Wednesday, 9:00 am	Coordinator Wells
Education Committee 3 rd Wednesday of the month, 12:00 pm	Chair Nagura
Boulevard Cmte/ SYBA Design Cmte 3 rd Wednesday of the month 3:00 pm	Treasurer Currie
Events Cmte/ SYBA Promotions Cmte 3 rd Wednesday of the month 4:00 pm	Chair Goudeau
Border Public Arts Committee (BPAC) 1 st Saturday of the month 11:00 am	Chair Sanchez



CHAMBER OF COMMERCE
& BUSINESS ASSOCIATION

San Ysidro Chamber of Commerce
Profit & Loss
July 2016

	Jul 16
Ordinary Income/Expense	
Income	
CSC Revenue	
CSC Rent per SubLease	21,195.00
Total CSC Revenue	21,195.00
Events (Event Total)	
4th of July	
4th of July Beer Garden	267.00
4th of July Booth Sales	1,911.25
4th of July - Other	7,150.00
Total 4th of July	9,328.25
Total Events (Event Total)	9,328.25
Grants and Reimbursements	1,277.52
Membership (Total Membership Income)	
New Member	250.00
Retained Member	16,100.00
Total Membership (Total Membership Income)	16,350.00
Total Income	48,150.77
Expense	
CSC Expenses	
CSC Maintenance	889.00
CSC Rent to City	1,439.00
CSC to SDGE	1,460.00
Total CSC Expenses	3,788.00
Events Costs	
4th of July Expenses	16,933.60
Golf Tournament	6,524.02
Total Events Costs	23,457.62
Operational Expenses	
Board/ Cmte Mtg Lunches	1,631.76
Credit Card Usage, bank fees	270.15
Office Expenses - Other	260.00
Outside Consultants	1,075.00
Printer Lease and Expenses	1,047.06
Telecommunications	75.81
Total Operational Expenses	4,359.78
Outgoing Reimbursements	1,000.00
Payroll Expenses	
Healthcare	329.76
Payroll Expenses - Other	7,414.25
Total Payroll Expenses	7,744.01
Total Expense	40,349.41
Net Ordinary Income	7,801.36
Net Income	7,801.36

San Ysidro Chamber of Commerce
Profit & Loss
 July 2015 through June 2016

	Jul '15 - Jun 16
Ordinary Income/Expense	
Income	
CSC Revenue	
CSC Rent per SubLease	93,548.00
Total CSC Revenue	93,548.00
Events (Event Total)	
4th of July	
4th of July Booth Sales	7,589.00
4th of July - Other	19,025.00
Total 4th of July	26,614.00
Annual Dinner	
Annual Dinner Attendance	5,040.00
Annual Dinner Sponsor	42,800.00
Total Annual Dinner	47,840.00
Breakfast Attendance	623.92
Golf Tournament	
Attendees	7,113.71
Hole Sponsors	1,400.00
Sponsors	18,100.00
Golf Tournament - Other	1,900.00
Total Golf Tournament	28,513.71
Mixer Attendace	871.60
Special Event	1,420.00
Events (Event Total) - Other	1,500.00
Total Events (Event Total)	107,383.23
Grants and Reimbursements	300.00
Membership (Total Membership Income)	
New Member	7,250.00
Retained Member	51,845.00
Total Membership (Total Membership Income)	59,095.00
Operational Income	
Other Income	605.00
Total Operational Income	605.00
Publications	
Directory Sponsorship/ Ad	900.00
Total Publications	900.00
Scholarships Income - Sevel	2,955.00
Total Income	264,786.23
Expense	
CSC Expenses	
CSC Maintenance	5,780.59
CSC Supplies	505.77
CSC to SDGE	13,022.55
Total CSC Expenses	19,308.91
Events Costs	
4th of July Expenses	31,288.17
Annual Dinner	29,787.65
Breakfast	200.00
Golf Tournament	13,215.24

San Ysidro Chamber of Commerce
Profit & Loss
 July 2015 through June 2016

	Jul '15 - Jun 16
Mixer	250.00
Special Event Costs	2,341.33
Total Events Costs	77,082.39
Operational Expenses	
Board/ Cmte Mtg Lunches	383.64
Chamber Travel/ Mtgs/ Training	1,571.25
Credit Card Usage, bank fees	4,191.26
Dues and Subscriptions	
Constant Contact	705.86
San Diego Union-Tribune	208.32
Dues and Subscriptions - Other	371.97
Total Dues and Subscriptions	1,286.15
Equipment Purchases	1,200.10
Gifts Contributions Recognition	500.00
Office Expenses - Other	740.54
Office Supplies	1,329.18
Printer Lease and Expenses	977.76
Telecommunications	2,518.36
Workers Comp	1,030.86
Total Operational Expenses	15,729.10
Outgoing Reimbursements	27,227.52
Outreach (other org events)	865.00
Payroll Expenses	
E.D. commission (no CSC/grants)	11,495.00
Healthcare	1,654.50
Payroll Expenses - Other	104,884.34
Total Payroll Expenses	118,033.84
Publication Cost	
Website Costs	867.01
Total Publication Cost	867.01
Scholarships Paid	5,062.00
Taxes	246.15
Total Expense	264,421.92
Net Ordinary Income	364.31
Net Income	364.31

July 26 Board Presentation



SAN YSIDRO
BUSINESS ASSOCIATION

**San Ysidro
Improvement Corporation**

Congratulations Elected Board Members

- Miguel Aguirre, Pro-Pack
- Thomas Currie, Thomas Currie and Associates
- Sunil Gakhreja, Sunny's Perfumes
- Jennifer Goudeau, International Parking Systems
- Rudy Lopez, La Bodega
- Joel Magana, Placas Registration
- Emmelie Medellin - Emmie's Makeup Academy
- Irene Rojas - Baja Duty Free
- Felix Sanchez - Union Law Group

Mission Statement

To stimulate the economic revitalization of San Ysidro for the benefit of business members and residents. Among its goals are to promote San Ysidro as a destination through events, advertising, distribution of our newsletter, and website; improve local traffic circulation; manage a clean-up program; advocate for San Ysidro to be brought up to citywide standards for public improvements and infrastructure and create a storefront facade design guideline unique to San Ysidro.

Organization

Official Name:

San Ysidro Improvement Corporation (SYIC)

Dba:

San Ysidro Business Association (SYBA)

Program:

Business Improvement District (BID)

**San Ysidro
Improvement Corporation**

Recent Actions

- Business voting participation increased by 400% (1999-2012 average of 30; 2014 & 2016 avg of 138)
- Last Business Directory was largest revenue generation ever for BID
- 2016 Community Clean-Up (I Love a Clean San Ysidro) huge success
 - #1 BID in San Diego!
 - #2 Largest Clean Up Even in County
- Kept San Ysidro BID Clean Program for 17th year and expanding services in 2017

Recent Actions (cont.)

- Celebrated July 15 Opening of PedWest
 - BID part of team to initiate idea
 - BID fought to keep PedEast open during construction
- Designated \$20,000 to start security program on San Ysidro Boulevard in 2017 (A.M.I.G.O.S.)
- Successfully lobbied MTS to include San Ysidro in Low Speed Vehicle Program to replace pedicabs
- Representing seven businesses in appeals for code violations

Recent Actions (cont. 3)

- Training offered to businesses
 - Anti-Money Laundering
 - QuickBooks
 - How to Use Facebook for Business
 - Alternative Financing Options
 - Prop 47 with DA
 - Theft Prevention with SDPD
- Launched Border Public Arts Committee
- Assisted Tourismso Express in launch of San Ysidro-Tijuana tourism circuit
- Launched Pedestrian Passenger Improvement Committee (PPIC) with BTC and CBP
 - Removed illegal van operations from PedEast

Recent Actions (cont. 4)

- Represented business community through several CRC meetings
- Leveraged partnership with Walmart to give away \$1,000 to San Ysidro Shoppers in December
- Hosted Senior Policy Advisors of the US Department of Treasury, Mexican Secretariat of SAT, US Financial Crimes Network (FinCen) and the Mexican Attache to US Department of Treasury for a walking tour of San Ysidro re border banking.
- Welcomed the nation's first Smart & Final Extra store with "carniceria"

Recent Actions (cont. 5)

- Launched San Ysidro Farmers Market in attempt to generate revenue for boulevard advertising
- Met separately with Mayor Faulconer's office and Councilmember David Alvarez to advocate for sidewalk expansion on SYBlvd

Assessments Budget

Revenue

• SBEP	\$ 19,000
• <u>Assessments</u>	<u>\$157,000</u>
Total Revenue	\$176,000

Expenses Approved

• Personnel	\$65,000
• Biz Corridor Cleaning	\$48,000
• Biz Corridor Safety	\$20,000
• Biz Corridor Banners	\$28,000
• <u>Directory</u>	<u>\$15,000</u>
Total Expenses	\$176,000

SAN YSIDRO IMPROVEMENT CORPORATION

DBA SAN YSIDRO BUSINESS ASSOCIATION

ASSESSMENTS

157,000

SBEP

19,000

ASSOCIATE
MEMBERS

BANKS

EVENTS

HOLIDAYS ON
THE BORDER

SPECIAL

DIRECTORY

SAN YSIDRO IMPROVEMENT CORPORATION

DBA SAN YSIDRO BUSINESS ASSOCIATION

Due to ongoing concern for greater revenue generation, two options will be proposed in August:

1. Austerity Plan
2. Consolidation of Efforts Plan

Consolidation of Efforts Plan to be proposed in August

SAN YSIDRO IMPROVEMENT CORPORATION

DBA ~~SAN YSIDRO BUSINESS ASSOCIATION~~
SAN YSIDRO CHAMBER OF COMMERCE

ASSESSMENTS 157,000	SBEP 19,000	ASSOCIATE MEMBERS BANKS CHAMBER MEMBERS	EVENTS HOLIDAYS ON THE BORDER GALA GOLF TRNY INDDPENDENCE GOLF TRNY CASINO	SPECIAL DIRECTORY Center Lease
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Consolidation of Efforts Plan to be proposed in August

SAN YSIDRO IMPROVEMENT CORPORATION

DBA

~~SAN YSIDRO BUSINESS ASSOCIATION~~

SAN YSIDRO CHAMBER OF COMMERCE

- Efficiency to create more time for members
- Staff has greater ability to serve members
- Consolidation of administration
- Eliminate redundant efforts
- Eliminate redundant expenses

Consolidation of Efforts Plan to be proposed in August

SAN YSIDRO IMPROVEMENT CORPORATION

DBA

~~SAN YSIDRO BUSINESS ASSOCIATION~~

SAN YSIDRO CHAMBER OF COMMERCE

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2016-2017



SAN YSIDRO
BUSINESS ASSOCIATION

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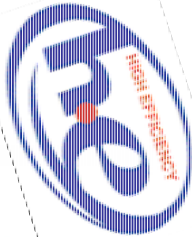


CHAMBER OF COMMERCE

Established 1923

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2016-2017



San Ysidro

**CHAMBER OF COMMERCE
& BUSINESS ASSOCIATION**
