



**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**

**MINUTES**

Board Members Present:

Jennifer Goudeau, Louis Escareño, Rudy Lopez, Vanessa Mapula, Andres Ripa, Douglas Qasawadish, Alfredo Ripa, Antonio Barbosa, Chris Sanchez, Sunil Gakhreja

Board Members Absent:

Frank Carrillo, Israel Adato, Javier Serhan, Manny Rubio, Mike Wolf, Edith Robledo

Guests:

Vivan Morena, Thomas Currie

1. President Goudeau convened the meeting at 10:50
2. The Board received a presentation from movie producer Charlie Min regarding his film 77 Minutes about the 1984 McDonalds Massacre Movie.
3. **Public comment:** Member Escareño mentioned that UETA Duty Free was donating \$5,000 to the Independence Festival. President Goudeau and Member Ripa both thanked UETA for their outstanding and continued support. Member Escareño thanked ED Wells for the thank you photos sent to UETA owner Simon Falic, saying it is what made the difference.
4. Minutes tabled to September
5. Presidents Report
  - President Goudeau reported that she, Member Ripa and ED Wells attended the Old Town Chamber of Commerce meeting- another San Diego BID operated by the Chamber of Commerce. Member Goudeau mentioned the meeting was strikingly similar to ours. Further conversation ensued as to the similarities between the Old Town Chamber and San Ysidro Chamber operating the BID. Member Escareño applauded the Chamber of Commerce for its growth over the past 11 years, and though it a good move for the Business Association to hire him as well. He feels that unifying the two organizations is the smart, natural move.
6. ED Wells gave update on:
  - ED Wells further reported a former board member who was not re-elected had been misinforming her neighboring business. ED Wells visited these businesses and had very positive meetings with them. Items discussed with the businesses were BID funding and expenditures, current programs, new programs being implemented and the BID's actions to ensure pedestrian lanes at the port of entry stayed open on the east side during the port's reconfiguration.
  - ED Wells gave an update on the AMIGOS Program. Member Escareño mentioned that a very similar program was implemented in San Antonio and has been a huge plus for businesses and shoppers.

- ED Wells shared art for banner program that will be going up shortly.

7. Treasurer's Report:

- In the absence of Treasurer Gakhreja, ED Wells gave the Treasurer's Report for both the month of July and FY 2016 year-end.

8. New Business:

- ED Wells presented the Strategic Plan approved at the San Ysidro Improvement Corporation and attached to these minutes. ED Wells made clear that the proposed budget will not be voted on until the October meeting, but that he was sharing it now as an idea of what it could be should the Chamber and SYBA join forces. A discussion ensued on how the structure of joining forces would look. ED Wells explained that the "new" organization would be legally known as the San Ysidro Improvement Corporation dba San Ysidro Chamber of Commerce and operate the business improvement district. Much discussion took place going line-by-line of the estimated budget. ED Wells gave a summary of the actions taken by the San Ysidro Business Association earlier that day. The motion to dissolve the San Ysidro Chamber of Commerce tax identification number, with the understanding the chamber would continue operating under the San Ysidro Improvement Corporation, was moved by Member Escareño and seconded by Director Mapula. The motion passed 6-0-1, with Director Ripa abstaining.

9. President Goudeau adjourned the meeting at 11:38am

San Ysidro

CHAMBER OF COMMERCE  
& BUSINESS ASSOCIATION