

SAN YSIDRO BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING

Tuesday, May 31, 2016

Attendance: Bertha Alicia González, Jennifer Goudeau, Alfredo Ripa, Omar Trujillo, Douglas Qasawadish

Absent: Alfonso Acosta, Ernesto Murguía, Thomas Currie, Carlos Meza Avalos, Irene Rojas, Miguel Aguirre, Carlos Díaz, Oscar Salas, Sunil Gakhreja

Staff: Gina Escamilla, Jason Wells **Guests:** Rudy Lopez

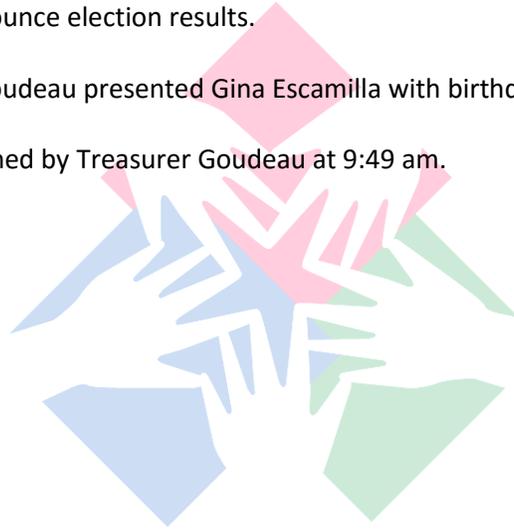
1. Treasurer Goudeau convened the meeting at 0837.
2. Treasurer Goudeau called for public comment – None was made
3. Minutes were tabled to June meeting for lack of quorum
4. Executive Director Wells gave the board updates on:
 - a. Attendance at Notre Dame School of Business Non-Profit Executive Training
 - b. Virginia Ave – The Mayor’s Office is holding a “Meet and Confer” with City labor representatives, addressing the BID’s proposal of maintenance, security and cleaning of the upcoming Virginia Ave Transit Center
 - c. Farmers Market – Launched two weeks ago, soft-start, San Ysidro Adult School excellent partner, market not held on Memorial Day weekend, will resume next Saturday. There is a challenge getting farmers interested, as farmers markets are saturated throughout the county. Director Gonzalez asked how the farmers market would help small businesses in San Ysidro. Director Wells reminded her that the plan, as discussed for the past nine months of board meetings, remains for the revenue generated to be used for a San Ysidro Blvd media campaign specifically for our small businesses.
 - d. Tu Peso Vale Mas – Director Wells asked board for direction in attempting to create a program where small businesses could accept pesos and accept them at a lower rate than found on the street. Director Qasawadish mentioned that this would be excellent for his business. The board unanimously gave direction to explore program possibilities. Director Ripa mentioned it was a great idea and suggested a coordinated marketing campaign with all of the businesses
 - e. Recent Small/ Local business efforts – ED Wells briefed recent BID efforts such as:
 - i. Working with pedicab companies (who were decimated by SDPD Vice changes) to expand MTS Low Speed Vehicle program from East Village down to San Ysidro. MTS has approved and two companies are applying. This is also an answer to how to get customers from PedWest to the Blvd., once PedWest opens in July. Director Gonzalez stated that MTS promised free shuttle service from the San Ysidro Trolley Station to different businesses in the area. She asked ED Wells to investigate. A discussion ensued as to prices of LSV trips in San Ysidro.
 - ii. As a result of the last executive committee, we will launch a two-pronged approach to quantifying border wait times:
 1. “suggestion boxes” at certain businesses with short forms people can fill out to detail their recent border crossing experience
 2. Utilization of Facebook page “Como Esta la Linea” to solicit real-time border crossing experiences
 3. Data from both will be compiled for use at monthly meetings with CBP
 - iii. BID utilization of consultant Manuel Ocaño to increase media presence for BID in Mexico as a trusted informative, helpful organization

“Absolutely.” ED Wells said he would confirm Bertha Alicia’s absence from the list was not a mistake. ED Wells mentioned that it is the City of San Diego who sends each business a bill at the anniversary of their business license. Every month, the City sends the BID a list of those who are late. Every month, the SYBA calls those who are late. Director Gonzalez claimed she was only notified she was late “last week.” Staff Gina Escamilla stated that she herself has contacted Director Gonzalez every two weeks since she was delinquent in January.

- iii. Nomination deadline is June 8
- iv. A Special Board meeting will be held June 9 for the board to approve the ballot. Prior to the special board meeting the nomination committee will review all nominations to ensure they are eligible.
- v. Ballots will be sent out June 10
- vi. Voting will take place from June 10-June 24
- vii. On June 27, the election committee – comprised of 1-2 board members, a rep from SDPD, a rep from SD Economic Dev Dept., rep from Councilmember Alvarez’ office and rep from Mayor’s office
- viii. On June 28, the SYBA will hold its monthly board meeting and annual meeting to announce election results.

- b. Treasurer Goudeau presented Gina Escamilla with birthday presentation

The meeting was adjourned by Treasurer Goudeau at 9:49 am.



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