

San Ysidro Chamber of Commerce Board of Directors Meeting

MINUTES - Tuesday, May 28th, 2017

9:00 a.m. at the San Ysidro Community Service Center

Attendance:

Jennifer Goudeau
Rudy López
Deanie Marin-Lucchesi
Alfredo Ripa

Omar Trujillo
Estefany Becerril
Carlos Avalos
Oscar Salas

Douglas Qasawadish
Antonio Barbosa
Francisco Bates

Guests: Carlos Lacarra

Staff: Gina Escamilla, Jason Wells

Meeting Convened: 9:05 a.m.

Non-Agenda Public Comment:

- None

President's Report

- Chamber has decided to hold only one Golf Tournament each year vs two. Director Barbosa asked if Tijuana EDC would continue to be involved. ED Wells said he would cover in ED Report.

Executive Director's Report

- Met with new executive director of Tijuana's EDC (CDT). Working on marketing umbral/bridge deck ideas
- We will partner for marketing on events, but no official split re depending on CDT for participants
- ED Wells gave a recap of a San Ysidro Economic Development Tour – where Civic San Diego, South County EDC, and Urban Land Institute participated for a bus and walking tour through San Ysidro, showcasing redevelopment opportunities and soliciting redevelopment “thoughts” re reactivating San Ysidro Blvd. and furthering San Ysidro as a commercial destination. #1 answer on what is missing in San Ysidro is a restaurant/ bar.
- The City Attorney will be our next breakfast speaker – date to be decided. Important issues with City Attorney President Goudeau reminded all about advertising opportunities in Chamber Business Directory include wildcatting (illegal transportation providers/ ticket sales) and homeless
- Thanked Board member Rudy Lopez for bringing in two new members – Bankers Hill Law Firm and KSDY50).
- Thanked Sycuan for allowing us to move golf tournament date to Sept 8.

Approval of February Minutes:

1. Rudy Lopez
 2. Alfredo Ripa
- Unanimous vote YES

Gala Debrief

- Location was fantastic
- Event Coordinator did excellent as far as decoration
- Item to change is food presentation and service
- Financial
 - \$56,000 revenue, beating \$55k goal
 - Expenses kept under \$29,000
 - \$26,000 net revenue
 - All gala expenses paid, \$14,400 left to collect

Next Events

- July 1 Independence Festival @the Border
 - Contracting the same event coordinator
 - New addition – lucha libre
 - Consolidating a lot of providers' services
- Sept 8 Golf Tournament
 - Awards ceremony billed as its own mixer
 - Packages will be available for non-golfers during tournament at Sycuan Casino

New Business

- Approve entering into an amendment to BID agreement with the City and
- Designating officers of the Corporation to sign: Chairwoman Jennifer Goudeau, Contracts and Amendments: Executive Director Jason Wells; Disbursement reconciliation report/requests for reimbursement and Program reports: President Jenifer Goudeau and/or Secretary Alfredo Ripa
 - Motion made by Douglas Qasawadish
 - Motion seconded by Rudy Lopez
 - Motion passed unanimously

Treasurer's Report

- Treasurer Lopez gave monthly reports, giving explanation of need to ensure expenditure of assessed funds vs general funds by end of fiscal year.

Meeting Adjourned: 9:42 a.m.