

SAN YSIDRO BUSINESS ASSOCIATION

BOARD OF DIRECTORS & ANNUAL MEETING

Tuesday, June 28, 2016

8:30 – 9:30 AM at Community Service Center

Agenda

1. Welcome and Convening of Meeting, Roll Call and Introductions (8:30am)
2. Public Comment
3. Approval of Minutes- April Meeting **ACTION**
4. Approval of Minutes- May's Meeting **ACTION**
5. President's Report President Murguia
6. Executive Director's Report Executive Director Wells Information
 - a. July 15 PedWest Opening
 - b. July 26 Board Meeting and Orientation
 - i. Board Roles/ Responsibilities
 - ii. Election of Officers
 - iii. Annual Plan
 - iv. Assessments Budget
 - c. Executive Visit with City Staff
7. Treasurer's Report Treasurer Goudeau Information
 - a. Monthly Report
8. New Business –
 - a. Election Process 2017
 - 1) Election Committee Presentation of Election Results
 1. Board Ratification **ACTION**
 2. Member Ratification **ACTION**
9. Invitation to all for July 26 Board Meeting and Orientation Information
10. Adjourn (9:30 am)

NEXT BOARD MEETING: JULY 26, 2016

SAN YSIDRO BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING

Tuesday, April 26, 2016

Attendance: Carlos Diaz, Ernesto Murguia, Sunil Gakhreja, Bertha Alicia González, Jennifer Goudeau, Alfredo Ripa, Douglas Qasawadish, Miguel Aguirre, Carlos Meza Avalos,

Absent: Alfonso Acosta, Thomas Currie, Irene Rojas, Oscar Salas, Omar Trujillo

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

1. President Murgia convened the meeting at 0839.
2. President Murgia called for public comment – Community Relations Officer Carlos Lacarra gave an update on illegal marijuana stores. In essence, nothing has happened. City attorney “has to go through process to close them down. Director Gonzalez Complained about children around the outside of illegal dispensary and the smell.

Director Aguirre expressed concern about east-west pedestrian mobility once PedWest opens and PedEast is reduced. Director Gonzalez added that the businesses on the Blvd feel “they” will suffer with the opening of PedWest. Director Aguirre stated that we need more than six booths left open on PedEast. Director Goudeau iterated that the government was initially going to completely close the east side, and that it was due to SYBA and SYCC work that six lanes will stay open. ED Wells stated that SYBA is working with GSA and CBP to advocate for more than six lanes.
3. Last month’s minutes approval motioned by Treasurer Goudeau and seconded by Director Ripa – passed unanimously.
4. President Murguia gave president’s report based on BBV Compass actions in the community and business banking products.
5. Executive Director Wells gave the board updates on:
 - a. Department of Commerce and Treasury approached SYCC/SYBA to put on Innovative Finance Conference for Small Business. Fliers distributed. Congressman Vargas will be participating.
 - b. ED Wells gave thanks to Gina Escamilla, Jennifer Goudeau, Alfredo Ripa, Sunil Gakhreja, Carlos Lacarra and Rudy Lopez for participating in last week’s I Love a Clean San Ysidro – with 271 official registrants, the SYBA was the largest BID clean up in the City of San Diego and 2nd largest general clean up. Director Ripa specifically mentioned participation of SDPD.
 - c. Farmers Market – agreement reached with San Ysidro Adult School to hold farmers market in their parking lot. Start date will be May 7 or 14th, depending on booth registration.
 - d. Pedicab update. SDPD Vice took over pedicab program and has found that pedicabs are not authorized to use motor-assist. We are working with eco pedicab and MTS to bring Low Speed vehicle program to San Ysidro. We have approval from MTS to bring LSV program to San Ysidro. We will continue to work with interested companies to implement program.
 - e. ED Wells announced upcoming events
 - f. ED Wells mentioned that the SYBA has assisted businesses in entering mediation for conflicts. ED Wells reminded group that NCRC is in the SYBA building and offers mediation for free to our businesses.
 - g. Director Aguirre mentioned he is in a lawsuit and mediation would be helpful for many transportation companies in San Ysidro

6. Treasurer's report was given to all. Treasurer Goudeau had been on vacation and unable to give report. ED Wells mentioned that he could address any questions. ED Wells mentioned that SYBA had just undergone annual site visit from City staff. With the exception of some website updates, we passed site visit. Mention was made that SYBA notably in better fiscal situation than few years ago (prior to current administration).
7. New Business
 - a. 2016 Board Elections
 - i. Assignment of Nominating Committee – Nominating committee defaulted to organization committee.
 - ii. The rest of the election process and dates was reviewed with boards.
 - b. Mexico City Regional Advocacy Trip Report by ED Well
 - i. San Ysidro Concerns
 1. Coordinated opening of PedWest on July 15 – Mexico wavering on open date. Trip was successful in getting both governments to agree to July 15 PedWest Open date. If PedWest not open on July 15, Phase II of Port of Entry project would be lost.
 2. In 2015, Mexico began requiring tourist permits for non-Mexicans. Federal law only provided that six month permits were only good for single entrance. Trip was successful in getting Mexican federal government to accept six-month permit for multiple entry.
 - ii. ED Wells gave report on all other meetings held
 - iii. Director Gonzalez gave praise for full, detailed report. Then mentioned a bridge should be built between Playas and San Ysidro

The meeting was adjourned by Treasurer Goudeau at 10:05am.



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

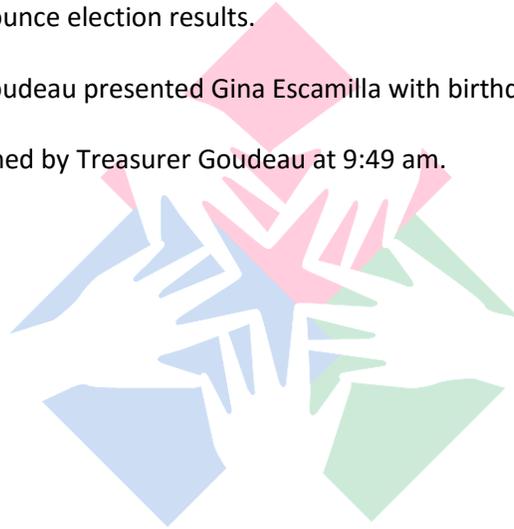
- iv. BID filed appeals on behalf of seven businesses that received code compliance infractions for outside displays. The BID board unanimously approved support of outside displays as long as they are not in public right-of-way. In addition to appeal, we will work with our city councilman to cause changes in Municipal Code to allow outside display. Treasurer Goudeau stated that she thought Code Compliance had to give 30-day notice to fine. ED Wells informed that all seven businesses were fined \$500 after a few days' notice. Director Gonzalez claimed, once again, to have no knowledge of past vote to support outside displays, although she supports outside displays.
- f. ED Wells gave a reminder of Chamber Golf Tournament on June 10. Director Gonzalez complained that the Chamber and BID used to do the events together, now they don't. ED Wells reminded Director Gonzalez that it was she who led the motion almost a year ago to keep the two organizations completely separate and not work together. Treasurer Goudeau agreed. Director Qasawadish stated that although he is fairly new, it seems to him the two organizations should come together as one. "Most of us work on the same issues, wouldn't it be better to have us together so there is no question as to who is doing what, or who is benefiting from what?" Director Gonzalez said the SYBA is independent. "I know because I made it." "We were wrong to hire the same executive director." Director Qasawadish asked if anyone else felt like Director Gonzalez. After no one affirmed, Director Gonzalez said, "But did you ask the community?" Director Qasawadish then asked, "But do we represent the community at large?" ED Wells interrupted to say there would be opportunity to discuss unification at a later date.
- g. ED Wells relayed to the board that an East-West tour on each side of the border is being planned to get a better understanding of pedestrian mobility once PedWest is open in July.
- h. Director Gonzalez stated the SYBA is not on the website. Treasurer Goudeau mentioned that the SYBA information is on the website. ED Wells mentioned that although the SYBA website is being rebuilt, all required information is, and always has been, on the website and available to the public. In fact, mentioned ED Wells, the SYBA just went through a site visit from the City of San Diego, who checked this very issue. ED Wells then placed the website on the projector, showing the SYBA information. Director Gonzalez then accused ED Wells of placing the SYBA information on the website that morning. ED Wells assured her that would be impossible and that it is something regularly monitored by the City.
5. Treasurer Goudeau affirmed the monthly financial report was sent to members previously in the board packets, although due to travel, she had not seen it. ED Wells invited anyone with questions to contact him at their convenience. The group reviewed the monthly financials. ED Wells mentioned how outstanding it has been since he hired bookkeeper Mary Joseph. Although cash flow remains a concern, we are in a better situation each year.
6. New Business
- a. 2016 Board Elections
- i. ED Wells handed all board members present the City of San Diego Official List of Businesses in Good Standing with BID assessment payments. Per BID bylaws, those on the list are the only businesses eligible to serve on the board and/or vote on board members.
- ii. ED Wells stated to board that board nominations solicitation had been sent to all members in good standing. Director Qasawadish asked, "Then if you are not on the list, you can't vote or serve?" ED Wells confirmed, "No." Director Gonzalez stated that she was not on the list. ED Wells confirmed. Director Gonzalez then accused ED Wells of taking away her vote. ED Wells stated that it is the City who makes the list, not him. Director Gonzalez responded, "But the City doesn't know our businesses, you do." ED Wells showed on the projector SYBA bylaws stating that only those on the City's April 30 list of paid members are eligible to serve or vote. Director Gonzalez stated that the SYBA never used this list since its inception. Treasurer Goudeau and Director Ripa both stated that it is used every year. Director Qasawadish reiterated, "The City makes this list, not you?" ED Wells responded,

“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.



SAN YSIDRO
BUSINESS ASSOCIATION

San Ysidro Business Association
Balance Sheet
As of May 31, 2016

| | <u>May 31, 16</u> |
|--|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 10010 · Petty Cash | 300.00 |
| 10020 · Regular Checking Account | 1,104.11 |
| Total Checking/Savings | <u>1,404.11</u> |
| Accounts Receivable | |
| 10130 · Accounts Receivable | 8,284.90 |
| Total Accounts Receivable | <u>8,284.90</u> |
| Other Current Assets | |
| 10120 · City of San Diego Receivable | 1,400.00 |
| 10160 · SBEP Receivable | 1,195.00 |
| Total Other Current Assets | <u>2,595.00</u> |
| Total Current Assets | <u>12,284.01</u> |
| Fixed Assets | |
| 10200 · Equipment | 25,561.60 |
| 10210 · Accumulated Depreciation | -25,561.60 |
| Total Fixed Assets | <u>0.00</u> |
| Other Assets | |
| 10155 · Deposits | 1,000.00 |
| Total Other Assets | <u>1,000.00</u> |
| TOTAL ASSETS | <u><u>13,284.01</u></u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2000 · *Accounts Payable | 3,049.18 |
| Total Accounts Payable | <u>3,049.18</u> |
| Other Current Liabilities | |
| 20285 · BID Assessments | 10,704.01 |
| 20300 · Accrued Expenses- Hearts&Hands | 9,480.00 |
| Total Other Current Liabilities | <u>20,184.01</u> |
| Total Current Liabilities | <u>23,233.19</u> |
| Total Liabilities | <u>23,233.19</u> |
| Equity | |
| 30020 · Unrestricted Net Assets | -14,043.67 |
| Net Income | 4,094.49 |
| Total Equity | <u>-9,949.18</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>13,284.01</u></u> |