

SAN YSIDRO BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING

Tuesday, August 30, 2016

Attendance: Ernesto Murguía, Filex Sánchez, Rudy López, Miguel Aguirre, Thomas Currie, Douglas Qasawadish, Carlos Avalos, Jennifer Goudeau, Irene Rojas, Carlos Díaz, Oscar Salas

Absent: Ivan Magaña, Jorge Omar Trujillo, Emilie Medellín, Sunil Gakhreja

Guests: Vivian Moreno

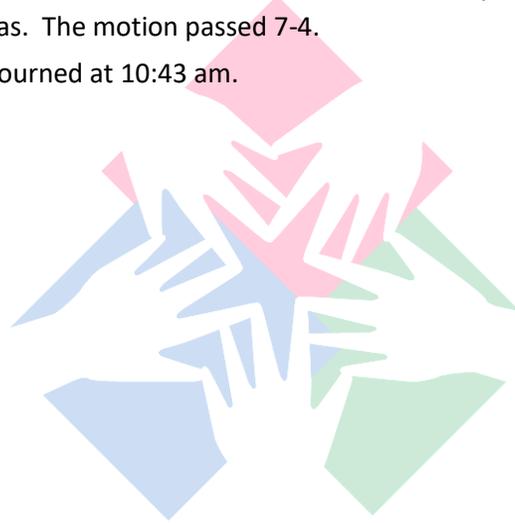
1. President Murguía convened the meeting at 0833am.
2. **Public Comment:** Miguel Aguirre presented to group an update of his legal case with SYPS MTS. He said there should be outrage that MTS is paying SYPS' legal fees.
3. Minutes: Motion for approval of July minutes was made by Thomas Currie and seconded by Douglas Qasawadish. Motion passed unanimously.
4. President's Report: President Murguía mentioned he received an email regarding an unpaid invoice from the Independence Festival. ED Wells clarified that the invoice was erroneously sent to SYBA and should have been billed to the Chamber of Commerce. The Chamber will take care of the issue.
5. Executive Director Report: ED Wells reported that Members Goudeau and Ripa and he 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. ED Wells mentioned that he is in talks with the SD Planning department in regards to implementing parking meters in San Ysidro. 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 A.M.I.G.O.S. program. Member Aguirre asked about the RFP for a security company. ED Wells invited anyone to come in a 4pm that afternoon to fully review the security RFP. ED Wells gave update on banner program and the art being used on the next rotation.
6. Treasurer's Report: Treasurer Goudeau gave the monthly treasurer's report.
7. New Business:
 - a. ED Wells presented the SYBA future plan Options. The first option being the "Austerity Plan." This plan involves cutting all expenses to extremes, limiting services to businesses. The second plan being the "Strategic Plan." This plan involves the Chamber operating the BID under the San Ysidro Improvement Corporation. Presentation is attached to these minutes. The opportunities for grants to bolster the austerity plan was discussed. Much discussion took place going line-by-line of both options' budgets. The motion to approve the Strategic Plan Option was moved by Member Escareño and seconded by Director Qasawadish. The motion passed 8-3, with Directors Murguía, Aguirre and Currie voting no.

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- b. ED Wells thank the board for support of the strategic plan. To implement, the make-up of the board needs to be adjusted as to not release one board or the other. At the next election, the board number would be determined and made up to represent the same ratio as chamber members to BID members (if the membership ration is 600 BID to 100 chamber members, the board make-up will be 6:1) A motion to appoint all good-standing board members of the San Ysidro Chamber of Commerce to the San Ysidro Improvement Corporation (San Ysidro Business Association's legal name) Board of Directors was made by Member Lopez and seconded by Member Goudeau. The motion passed 10-1.
 - c. A motion for the San Ysidro Improvement Corporation to change its Doing Business As (DBA) to the San Ysidro Chamber of Commerce was made by Member Sanchez and seconded by Member Rojas. The motion passed 7-4.
8. The meeting was adjourned at 10:43 am.



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