

# San Ysidro Chamber of Commerce Board of Directors Meeting

MINUTES - Tuesday, February 28<sup>th</sup>, 2017

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

## Attendance:

Jennifer Goudeau

Rudy López

Andres Ripa

Antonio Barbosa

Douglas Qasawadish

Carlos Meza Avalos

Alfredo Ripa

Ernesto Murguia

Ivan Magaña

Omar Trujillo

Chris Sanchez

Louis Escareno

Oscar Salas

Edith Robledo

Filex Sanchez

Guests: Hector Espinoza, Estefany Becernil, Paul Garrison, Pablo Martinez, Marco A. Guizar, Jacky Brown, Carlos Lacarra, Deanie Marin-Lucchesi

Staff: Gina Escamilla, Jason M-B Wells, Brianda Diaz

Meeting Convened: 9:10 a.m.

## Non-Agenda Public Comment:

- San Ysidro High School, Hector Espinoza and students
  - Senior Project to provide a good outlook on the community (550+ students)
  - Clean up San Ysidro and the community (homes, homeless, businesses)
  - Asking for support and donations
  - May 13, 2017
- Workability (Paul Garrison)
  - Allow a student to work at a business, the district will pay 100 hours
  - Special Ed Students will have the opportunity to work
  - Asking members to open-up their businesses
  - 11<sup>th</sup> and 12<sup>th</sup> graders

## Approval of October Minutes:

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

## Approval of December Minutes:

1. Antonio Barbosa
  2. Edith Robledo
- Unanimous vote YES

## Approval of January Minutes:

1. Carlos Meza Avalos
  2. Chris Sanchez
- Unanimous vote YES

## President's Report

- E-mails were sent to remind members of their commitment to board meetings
- Appoint new members Deanie (YMCA) and Estefany (Sycuan)

## Executive Director Report

- Urban Land Institute
  - Bus tour on May 4 leaving from downtown at 1:30pm
  - Verbal presentation about South Bay from SCEDC
  - Dairy Mart Rd., Outlets at the Border, San Ysidro Blvd
  - Fresh eyes to the area for development opportunities
- Paymency Shopping/Discount Program
  - Sent from Councilman Alvarez regarding the Banking issue
  - ATM machine that only takes deposits, with ID and cash
  - Receive text message with money available to spend, would make payments through the phone (ex. Apple Pay)
  - Receive 5% discount, possibly market it as a format of peso exchange
  - Someone would come in with pesos and the machine would exchange to dollars at a better rate
  - We would need a partner bank, businesses would open up a limit less account
- Tax Reimbursement Program
  - San Ysidro needs to be duty free
  - In the state of Texas there is a program that allows Mexican citizens to take your receipt and get a rebate on your sales tax
  - Texas Border Coalition explained that they generate a \$44 to \$1 invested
  - Duty free members feel they are not impacted by this program
  - Possibly merging to the Paymency/Discount Program
  - Rebate could be refunded back to the phone, making the rebates be used in San Ysidro
  - Not a good idea to link it the program because of one time tourist
  - Good idea to create incentives for businesses at the border
- Parking Meters on San Ysidro Blvd, Beyer Blvd
  - Non-customers are parking and leaving their cars out in front of businesses
  - Office Lacarra is working on that (creating data)
  - Possibly create a committee
  - Possibly turn the Blvd. into green sidewalks
- SmartLink kiosks for advertising, Wi-Fi, traffic counts
  - Digital advertising on the sides on the machines
  - Touch screen directory, traffic counts. Wi-Fi
  - \$40,000/unit
  - Conference call with Casa Familiar, City of San Diego, and SY School District to discuss how to strategically use it
  - Any language
- Past/ next breakfast meeting
  - Good turn out!!!!
  - City of San Diego giving details about minimum wage and leave
  - CBP Sally Carrillo giving information on the border reality
  - We need more board members attending the meetings, send representatives
  - Next meeting: City Attorney as the speaker on SY issues

- CBP Personnel changes
  - Sally Carrillo is in temporary leave in DC ☹️
  - Carlos Rodriguez will be acting her place
- Tijuana Innovadora Presentation
  - Asked to do a presentation March 1
  - Invite will be sent out

### **New Business**

- Ratification of Exec. Cmte extension of Executive Director Contract
  - No pay raise, putting together 2 separate contracts
  - Benefit addition: Term life insurance benefit
  - 1<sup>st</sup> Louis Escareno, 2<sup>nd</sup> Chris Sanchez
  - Passed
- 2<sup>nd</sup> Reading of San Ysidro Chamber of Commerce by law modifications
  - Read in September
  - Final reading
  - 1<sup>st</sup> Louis Escareno, 2<sup>nd</sup> Chris Sanchez
  - Passed
- Commuter Program Info Sheet
  - Product of the breakfast with Sally
  - Brought the Commuter Issue to light
  - Commuter status: allow Canadians and Mexicans who have permanent residence status to be able to live in Canada and Mexico and continue working in USA with all rights
  - Having a CBP officer tell them about it would not convince them
  - We finally put an info sheet, lists green card holder and commuter benefits
  - Immigration law expert to take a look not everyone's case is the same
  - Board approval before SYCC releases any info
  - Take out the word "benefit" we do not want it to sound like SYCC is promoting it
- City of San Diego Wayfinding Grant
  - \$350,000 grant to wayfinding signs within the border area
  - Geared toward active transportation (trolley, buses), identify how to the border
  - Specifically for border area both in English and Spanish
  - Presentation will be sent upon request
  - Must be completed by December 2017
  - Next meeting March 13

### **Standing Business**

- April 21 Gala
  - Program
    - Confirming our keynotes
    - Entertaining, producing a video of what was done last year
  - Awards
    - Border advocate awards (Consul General and Sally Carrillo) and business awards (T-Mobile, MetroPCS, Abbys)
  - Budget
  - Needed Items
- AMIGOS Program
  - Began Feb 1

- Creating a monthly report, Feb's report will be given out in March
- Need Spanish speakers

**BPAC Report**

**Treasurer's Report**

- Positive balance in the bank
- Received 6-month report
- SYCC will begin to receive membership fees
- Audit report is in

**Meeting Adjourned:** 11:15 a.m.

