

SAN YSIDRO BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING

Tuesday, August 30, 2016

8:30 – 10:00 AM at Community Service Center

Agenda

1. Welcome and Convening of Meeting, Roll Call and Introductions (8:30am)
2. Non-Agenda Public Comment

Public comment may be made on any subject in the Board's area of responsibility. In the interest of dealing with business on hand, comments are limited to no more than three (3) minutes total per subject, regardless of the number of those who wish to speak. (Comments relating to today's agenda are to be taken at the time the item is heard.) The President has the ability to reduce speaker time in the interest of accomplishing board business. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken or had by the Board on any issue brought forth under "Non-Agenda Public Comment."
3. Approval of Minutes- July Meeting **ACTION**
4. President's Report President Murguia
5. Executive Director's Report Executive Director Wells **Information**
 - a. Old Town Chamber of Commerce Visit
 - b. Business Meetings
 - c. A.M.I.G.O.S. program RFP
 - d. Banner Program
6. Treasurer's Report Treasurer Goudeau **Information**
 - a. Monthly Report
7. New Business –
 - a. BID Strategic Plan – The City of San Diego has requested a Strategic Plan for the BID addressing the lack of Redevelopment funds or other fund generation abilities. Two options will be presented to the Board for acceptance of either plan. **ACTION**
 - b. Depending on strategic option approved, the Board size may be adjusted in accordance with San Ysidro Improvement Corporation Bylaws Article 5. **ACTION**
 - c. Depending on strategic option approved, the San Ysidro Improvement Corporation's "Doing Business As" name may change by Board vote. **ACTION**
8. Committee Reports
 - a. Border Transportation Council
 - b. San Ysidro Smart Border Coalition
 - c. Border Public Arts Committee
 - d. Education Committee
 - e. Boulevard Committee
 - f. Events and Promotions Committee
9. Adjourn (10:00 am)

NEXT BOARD MEETING: SEPTEMBER 27, 2016

SAN YSIDRO BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING

Tuesday, July 28, 2016

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

Absent: Ivan Magaña, Jorge Omar Trujillo

Staff: Gina Escamilla, Jason Wells

1. President Murguía convened the meeting at 0833am.
2. ED Wells mentioned to the Board that he will need to leave by 9am, due to a code compliance appeal hearing that the SYBA is attending on behalf of one of its members. Accordingly, President Murguía moved the action items to the top of the agenda.
3. New Business: ED Wells congratulated 2016 election winners. ED Wells then presented to the board the New Member Orientation Presentation and Year-in-Review. The full presentation is attached to these minutes, as are the bylaws that were provided to all board members in attendance.
4. President Murguía called for a motion to approve the minutes of the June meeting. Director Gakhreja made the motion, seconded by Jennifer Goudeau. The motion passed unanimously.
5. President's Report: President Murguía briefed the Board on current products Compass Bank is offering San Ysidro businesses.
6. Treasurer's Report: Treasurer Goudeau gave the monthly treasurer's report, including both the monthly report and year-end report. She mentioned annual income was slightly below budget due to business assessments coming in lower than expected and the termination of the Shamrock cleaning agreement. President Murguía asked about the process of contracting. Treasurer Goudeau mentioned the ongoing contracts were now just Hearts and Hands. Contract process will be addressed at next executive committee meeting. Director Currie asked if payroll was up to date. Treasurer Goudeau said yes, taxes processed and paid by bookkeeper Mary Joseph.
7. Director Currie mentioned that the SYBA attended the July 15 opening ceremony of PedWest pedestrian crossing. Director Currie mentioned that it was a great ceremony for a beautiful facility but that the Mexican side of the crossing was lacking. He mentioned the Mexican side of PedWest is basically scaffolding and that the tube supports moved under foot traffic. He mentioned that the crossing on the Mexican side is not accessible by wheelchair. Director Currie mentioned the Chamber and SYBA efforts in securing lanes to remain open on the east side after the opening of PedWest. Discussion ensued about public notices/ announcements regarding which crossing and which lanes would be open. Treasurer Goudeau mentioned the Wildcatting is already starting to creep over to PedWest. She further mentioned a problem is that the City Attorney has decided not to prosecute wildcatting, so the police are not combatting it. She said it is wrong that the City prosecutes businesses for having a canopy outside its front door, but do not prosecute illegal wildcatting, who actually pose a public safety threat. It was suggested we hold a city attorney forum so that candidates are aware that we need to prosecute wildcatting.

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8. Miguel Aguirre gave an update to his pending lawsuit with regards to the use of the 2nd story door of McDonalds Trolley Station. Treasurer Goudeau requested of Director Aguirre that if he wanted action from the board, he needed to make a particular ask. Director Aguirre said he felt the board had not “tuned in” to his issue. Director Currie stated that the organization has been supportive and that he personally feels MTS’ lawsuit is “an abuse of power.” President Murguia invited Director Aguirre to make a formal presentation at the next board meeting.
9. The meeting was adjourned at 9:35am.



SAN YSIDRO
BUSINESS ASSOCIATION

July 26 Board Presentation



SAN YSIDRO
BUSINESS ASSOCIATION

**San Ysidro
Improvement Corporation**

Congratulations Elected Board Members

- Miguel Aguirre, Pro-Pack
- Thomas Currie, Thomas Currie and Associates
- Sunil Gakhreja, Sunny's Perfumes
- Jennifer Goudeau, International Parking Systems
- Rudy Lopez, La Bodega
- Joel Magana, Placas Registration
- Emmelie Medellin - Emmie's Makeup Academy
- Irene Rojas - Baja Duty Free
- Felix Sanchez - Union Law Group

Mission Statement

To stimulate the economic revitalization of San Ysidro for the benefit of business members and residents. Among its goals are to promote San Ysidro as a destination through events, advertising, distribution of our newsletter, and website; improve local traffic circulation; manage a clean-up program; advocate for San Ysidro to be brought up to citywide standards for public improvements and infrastructure and create a storefront facade design guideline unique to San Ysidro.

Organization

Official Name:

San Ysidro Improvement Corporation (SYIC)

Dba:

San Ysidro Business Association (SYBA)

Program:

Business Improvement District (BID)

**San Ysidro
Improvement Corporation**

Recent Actions

- Business voting participation increased by 400% (1999-2012 average of 30; 2014 & 2016 avg of 138)
- Last Business Directory was largest revenue generation ever for BID
- 2016 Community Clean-Up (I Love a Clean San Ysidro) huge success
 - #1 BID in San Diego!
 - #2 Largest Clean Up Even in County
- Kept San Ysidro BID Clean Program for 17th year and expanding services in 2017

Recent Actions (cont.)

- Celebrated July 15 Opening of PedWest
 - BID part of team to initiate idea
 - BID fought to keep PedEast open during construction
- Designated \$20,000 to start security program on San Ysidro Boulevard in 2017 (A.M.I.G.O.S.)
- Successfully lobbied MTS to include San Ysidro in Low Speed Vehicle Program to replace pedicabs
- Representing seven businesses in appeals for code violations

Recent Actions (cont. 3)

- Training offered to businesses
 - Anti-Money Laundering
 - QuickBooks
 - How to Use Facebook for Business
 - Alternative Financing Options
 - Prop 47 with DA
 - Theft Prevention with SDPD
- Launched Border Public Arts Committee
- Assisted Tourismso Express in launch of San Ysidro-Tijuana tourism circuit
- Launched Pedestrian Passenger Improvement Committee (PPIC) with BTC and CBP
 - Removed illegal van operations from PedEast

Recent Actions (cont. 4)

- Represented business community through several CRC meetings
- Leveraged partnership with Walmart to give away \$1,000 to San Ysidro Shoppers in December
- Hosted Senior Policy Advisors of the US Department of Treasury, Mexican Secretariat of SAT, US Financial Crimes Network (FinCen) and the Mexican Attache to US Department of Treasury for a walking tour of San Ysidro re border banking.
- Welcomed the nation's first Smart & Final Extra store with "carniceria"

Recent Actions (cont. 5)

- Launched San Ysidro Farmers Market in attempt to generate revenue for boulevard advertising
- Met separately with Mayor Faulconer's office and Councilmember David Alvarez to advocate for sidewalk expansion on SYBlvd

Assessments Budget

Revenue

• SBEP	\$ 19,000
• <u>Assessments</u>	<u>\$157,000</u>
Total Revenue	\$176,000

Expenses Approved

• Personnel	\$65,000
• Biz Corridor Cleaning	\$48,000
• Biz Corridor Safety	\$20,000
• Biz Corridor Banners	\$28,000
• <u>Directory</u>	<u>\$15,000</u>
Total Expenses	\$176,000

SAN YSIDRO IMPROVEMENT CORPORATION

DBA SAN YSIDRO BUSINESS ASSOCIATION

ASSESSMENTS

157,000

SBEP

19,000

ASSOCIATE
MEMBERS

BANKS

EVENTS

HOLIDAYS ON
THE BORDER

SPECIAL

DIRECTORY

SAN YSIDRO IMPROVEMENT CORPORATION

DBA SAN YSIDRO BUSINESS ASSOCIATION

Due to ongoing concern for greater revenue generation, two options will be proposed in August:

1. Austerity Plan
2. Consolidation of Efforts Plan

Consolidation of Efforts Plan to be proposed in August

SAN YSIDRO IMPROVEMENT CORPORATION

DBA ~~SAN YSIDRO BUSINESS ASSOCIATION~~
SAN YSIDRO CHAMBER OF COMMERCE

ASSESSMENTS 157,000	SBEP 19,000	ASSOCIATE MEMBERS BANKS CHAMBER MEMBERS	EVENTS HOLIDAYS ON THE BORDER GALA GOLF TRNY INDDPENDENCE GOLF TRNY CASINO	SPECIAL DIRECTORY Center Lease
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Consolidation of Efforts Plan to be proposed in August

SAN YSIDRO IMPROVEMENT CORPORATION

DBA

~~SAN YSIDRO BUSINESS ASSOCIATION~~

SAN YSIDRO CHAMBER OF COMMERCE

- Efficiency to create more time for members
- Staff has greater ability to serve members
- Consolidation of administration
- Eliminate redundant efforts
- Eliminate redundant expenses

Consolidation of Efforts Plan to be proposed in August

SAN YSIDRO IMPROVEMENT CORPORATION

DBA

~~SAN YSIDRO BUSINESS ASSOCIATION~~

SAN YSIDRO CHAMBER OF COMMERCE

- Efficiency to create more time for members
- Staff has greater ability to serve members
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- Eliminate redundant expenses

2016-2017



SAN YSIDRO
BUSINESS ASSOCIATION

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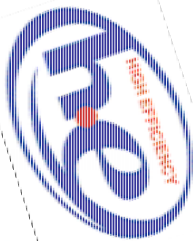


CHAMBER OF COMMERCE

Established 1923

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2016-2017



San Ysidro

**CHAMBER OF COMMERCE
& BUSINESS ASSOCIATION**

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

	<u>Jul 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
10010 · Petty Cash	300.00
10020 · Regular Checking Account	10,685.82
Total Checking/Savings	<u>10,985.82</u>
Other Current Assets	
10125 · Health Insurance Receivable	858.76
10160 · SBEP Receivable	600.00
Total Other Current Assets	<u>1,458.76</u>
Total Current Assets	12,444.58
Fixed Assets	
10200 · Equipment	25,561.60
10210 · Accumulated Depreciation	-25,561.60
Total Fixed Assets	0.00
Other Assets	
10155 · Deposits	1,000.00
Total Other Assets	<u>1,000.00</u>
TOTAL ASSETS	<u><u>13,444.58</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · *Accounts Payable	3,049.18
Total Accounts Payable	3,049.18
Other Current Liabilities	
20285 · BID Assessments	9,871.32
20300 · Accrued Expenses- Hearts&Hands	9,480.00
Total Other Current Liabilities	<u>19,351.32</u>
Total Current Liabilities	<u>22,400.50</u>
Total Liabilities	22,400.50
Equity	
30020 · Unrestricted Net Assets	-14,043.67
3900 · Retained Earnings	5,288.77
Net Income	-201.02
Total Equity	<u>-8,955.92</u>
TOTAL LIABILITIES & EQUITY	<u><u>13,444.58</u></u>