

SAN YSIDRO BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING

Tuesday, June 28, 2016

Attendance: Bertha Alicia Gonzalez, Ernesto Murguia, Thomas Currie, Doug Qasawadish, Carlos Meza, Alfredo Ripa, Jennifer Goudeau, Carlos Diaz

Absent: Alfonso Acosta, Irene Rojas, Miguel Aguirre, Oscar Salas, Sunil Gakhreja

Staff: Gina Escamilla, Jason Wells **Guests:** SDPD Office Carlos Lacarra

1. President Murguia convened the meeting at 0844am.
2. Public comment: Vice President Currie asked ED Wells if CBP would start issuing I-94 permits at the Chamber facilities. ED Wells explained that the Chamber offered space for CBP to issue I-94's in the chamber office, as, due to construction, all those needing I-94's are being sent to Otay Mesa. The temporary issuance of I-94's in the Chamber's office offers visitors an option to stay in San Ysidro.
3. Approval of minutes: Vice President Currie made the motion to approve the minutes from April. Director Qasawadish seconded. Motion passed 6-0-1 (Gonzalez)
Director Qasawadish made the motion, seconded by Director Ripa, to approve the minutes from May. Motion passed 6-0-1 (Gonzalez)
Director Gonzalez mentioned she didn't have time to read the minutes and asked why two months were being approved. ED Wells reminded her that there was no quorum in May to approve April's minutes.
4. President's Report: President Murguia stated that he was very pleased with the election process. He felt it was thorough and transparent and thanked ED Wells for setting up the process.
President Murguia mentioned that the Executive Committee had a meeting with City staff, at their request, to discuss our strategic plan to improve the BID's fiscal standing. 2014-2015 financial audit revealed a "going concern" regarding cash flow. Treasurer Goudeau added that the negative annual performance was due mainly to adjustments made by the bookkeeper to update old debt, in addition to collected assessments coming in lower than expected.
5. Executive Director Report: ED Wells reminded the Board of the July 15 opening ceremony of the new PedWest crossing. Treasurer Goudeau mentioned invites were received a couple weeks ago. ED Wells mentioned that he received news from the Mayor's office that the City was putting the SYBA's proposal of providing maintenance, cleaning and security at the PedWest Virginia Avenue Transit Center on hold. Beginning July 15, the City is planning on providing these services themselves. ED Wells mentioned that he still stated to the City that SYBA has concerns about security, as only those in the area truly understand and can assuage illegal wildcatting, rides and ticket sales that are sure to happen at VATC.
Director Gonzalez mentioned she knew nothing about PedWest until she heard about it at the last Planning Group meeting. Director Gonzalez asked how the SYBA would "handle the demise of San Ysidro Boulevard." She asked the Board for a report of what they have done to benefit San Ysidro businesses. She stated that she was late this year in paying her dues, but that most people pay their

dues on time. She asked for another meeting to describe how “ED Wells decided to open PedWest.” She said we need to “accelerate the income of the people from Tijuana.” She stated that the SYBA “decided to move the pedestrian crossing to directly help Las Americas.” ED Wells reminded the Board that SYBA has been working on this issue for nine years. ED Wells reminded Director Gonzalez that the BID has not, nor ever will, build a border crossing. None of the current issue was a direct result of decisions made by SYBA. He stated in 2009, PedWest was added to the federal port of entry project – not as assistance to Las Americas, but to help everyone, as the number of crossers on the west side proportionally reduces the number of people crossing on the east side. The goods and services offered on the west side are “apples and oranges” compared to those sold on the east side of San Ysidro. San Ysidro Blvd is, was and always will be the “main” border crossing. On July 15, PedWest will open with 8 lanes and at least 6 lanes will always remain open on the east side. At the end of Phase 2, 20 new lanes will be added to the east side for San Ysidro Blvd and its small businesses. That will be more lanes than will be available on the west side. Vice President Currie added, “we all sat in meetings throughout the years and heard what the government was planning on doing to us. It was due to SYBA involvement that lanes will remain open on the east side during Phase II construction. The port director had previously mentioned that during construction, the east was going to close completely and the SYBA fought back. “We are going to have 6 east side lanes because the community spoke up.”

ED Wells mentioned that at the next July 26 meeting we would present SYBA actions over the last year, answering Director Gonzalez’ other concerns.

ED Wells reiterated President Murgia’s comments as to the City Economic Development Department requested meeting to discuss a strategic plan to increase BID revenues. He stated that several meetings would be had over the next month with Board members to discuss the BID’s plan.

6. Treasurer’s Report: Treasurer Goudeau gave the monthly report, noting that assessments were slightly down but beyond SYBA control. She stated that although we don’t control assessment revenue, we are obligated to budget by the City to a set amount of \$157,000. ED Wells stated that the SYBA’s only true, current revenue is member assessments. Therefore, our annual performance is more reactionary than proactive. Having a Chamber in the same community limits greatly the BID’s ability to increase revenue through events. Director Ripa asked if one could conclude that lower assessments meant businesses are closing. Treasurer Goudeau stated that various factors could contribute, but that we are one of the best performing BID’s as far as collection, due to staff efforts to collect from late payers. Staff member Escamilla stated that out of 600 existing businesses, only 20-25, at any time, are late. President Murguia asked if there was anything we could do to “force” payment by those who owe. ED Wells mentioned that missed payments would be penalized with the business’ next license renewal. Treasurer Goudeau asked if anyone was late for multiple years. Staff Escamilla answered, “no.” Late members are only owing current year. Director Gonzalez stated that many businesses have left because rents are too high. Director Gonzalez furthers that, “We had projects that we used to do with the Chamber, but now the Chamber is doing them on their own – negatively impacting BID revenue options. ED Wells reminded Director Gonzalez that it was her demand, over a year ago, to separate BID and chamber efforts. While complaining that the organizations don’t work together, Director Gonzalez stated, “I do not want the Chamber and the BID to work together.” She then stated that “we must work together.”

7. New Business: ED Wells thanked the Election Committee, especially those not part of the BID Board for their work on the 2016 BID Elections. He presented Election Committee Chair SDPD Officer Carlos Lacarra for the Election Report.

Officer Lacarra reported that the Election Committee was made of himself, Casa Familiar's David Flores, San Ysidro Victory Outreach minister Silvanio Navaja and SYBA President Ernesto Murgia. Members split in two groups, confirmed that all envelopes were sealed. Each group confirmed envelopes were from SYBA members-in-good-standing as of the City's April 30 listing. There were 123 valid ballots. Ballots were divided in two, per team. Each team read their votes. Votes were tallied in front of all, on the dry-erase board. One team member read votes, one confirmed, and the two other team members confirmed the tallies. There were no ties. The nine highest vote getters were announced winners. Each team sealed the ballots in envelopes with business listing, Members of each team sealed and signed both the front and back of the sealed result envelopes. The winners in alphabetical order were:

- 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

President Murguia congratulated the new members. Director Gonzalez asked how many people voted. Chair Lacarra restated that 125 votes were received, two were invalid, for a total of 123 votes. Director Gonzalez asked how many members are in the BID. Staff Escamilla stated there are almost 600 members. Director Gonzalez asked for an explanation of the "low voting" turnout. ED Wells reported that prior to his employ an average of 25-30 votes were received each year, since 1999. In the 2014 election, there were 154 votes. There were 123 this year. The last two elections were to two highest turnouts in SYBA history. Director Gonzalez stated she was not happy with the turnout. Several members reiterated the process and stated people could not be forced to vote. Staff Escamilla mentioned that staff called and visited a majority of members in efforts to increase votes. Director Ripa stated that the results offered good, new members and "we should be happy." Treasurer Goudeau mentioned that runners up still had a chance to enter if someone backed out. ED Wells mentioned that he recognizes that that had been practice, but that the bylaws actually allow board member replacement to be voted on by the Board, nominating any member-in-good-standing they wished. ED Wells further mentioned that as a practice, the July meeting was called the "Annual Meeting," but per bylaws, the June meeting needs to be the Annual Meeting, where the election results are reported. That is why this year's June meeting was the Annual Meeting and the July meeting will still be used as orientation and year review. Treasurer Goudeau asked how many meetings could be missed by a board member before forfeiting their seat. She then requested an attendance sheet as part of each board packet. Director Currie offered the practice done by the planning group. ED Wells stated he would present at the July meeting as part of member orientation. ED Wells then thanked the Election Committee for their time. Treasurer Goudeau mentioned she was impressed by the turnout. President Murguia thanked Staff Escamilla for the

outreach to get to 123 votes. Vice President Currie asked if there was large participation from the outlets stores. Chair Lacarra stated participation from outlets was in single digits. ED Wells emphasized that a majority of the voters were small business members from the boulevard. ED Wells congratulated electees.

8. President Murguia presented Douglas Qasawadish with a birthday card from the board.
9. Ratification of election results: Treasurer Goudeau moved, seconded by Vice President Currie, to ratify the 2016 SYBA Board of Directors Election Results. The motion passed unanimously 8-0.
There were no other general members present for further ratification.
10. ED Wells reminded all of the year in review on July 26, and asked that all board members invite non-board members interested in BID activities to attend.
11. President Murguia adjourned the meeting at 0933am.



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