



**San Ysidro Chamber of Commerce  
Board of Directors Meeting  
Tuesday, January 23, 2018  
9:00 A.M. at the San Ysidro Community Service Center**

**Agenda**

1. Welcome and Convening of Meeting, Roll Call and Introductions
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 October Minutes (No November meeting) **ACTION**
4. Approval of December Minutes **ACTION**
5. Presentation  
Border Fusion General Project Miguel Aguirre Information
6. Executive Director's Report Information
  - a. 2017 Holiday Season Performance
  - b. ULI TAP Update
7. New Business
  - a. 805-Front St Off-ramp **ACTION**
  - b. 2018 Gala – Bloom the Boulevard Information
    - i. Update Information
    - ii. Business Awards **ACTION**
8. Treasurer's Report
  - a. Monthly Reports
  - b. Membership Reports
    - i. BID Memberships
    - ii. Premier Memberships
9. Adjourn (10:30am)

**NEXT BOARD MEETING: February 27, 2018**

**\*\*Committee Meetings**

**COMMITTEE**

Transportation (BTC)

2nd Tuesday each month 1030 am

Smart Border Coalition

2nd Thursday, 9:30 am

Education Committee

3rd Wednesday of the month, 12:00 pm

Events & Promotions Committee

3rd Wednesday of the month 4:00 pm

Border Public Arts Committee (BPAC)

1st Saturday of the month 11:00 am

**CHAIR/ CHAMBER REP**

Chair Bates

Coordinator Wells

Chair Nagura

Chair Goudeau

Chair Meza

- I. President Jennifer Goudeau convened the meeting at 9:07am
  - a. Present – Emilie Medellin , Antonio Barbosa, Douglas Qasawadish, Jennifer Goudeau, Alfredo Ripa, Ernesto Murguia, Felix Sanchez, Rudy Lopez, Carlos Avalos, Francisco Bates
  - b. Guests – Luis Alcala, Lance Reece, Francisco Arreola, Tamira Benitez
- II. Presentation: Luis Alcala of WestPac Investments presented financial planning programs for small businesses.
- III. Presentation: SBCDC on small business training and tools available for Chamber members.
- IV. New Chamber member Security First made self-introductions to the Board.
- V. Executive Director Wells announced the resignation of Board Member Oscar Salas due to family issues. President Jennifer Goudeau appointed Francisco Bates to the Board.
- VI. Minutes: August and September minutes were approved unanimously. Motion made by Alfredo Ripa and seconded by Doug Qasawadish.
- VII. Executive Director Report: ED Wells gave an update as to the progress of planning an Urban Land Institute Technical Assistance Panel of redeveloping San Ysidro Blvds. This would be the first binational TAP – covering 1km in Tijuana and the first mile of E San Ysidro Blvd. The plan is to identify 9 investors, along with the chamber to invest \$2500 each for a seat at the TAP planning meetings to pay the \$25,000 TAP piece. Border Fusion, run by Miguel Aguirre, is interested in partnering to use the Chamber’s TAP as the first piece of a border-wide project they would like to execute.

ED Wells described the Board’s upcoming “Road Trip” to the Xolos game in Tijuana and trip to Valle de Guadalupe on November 3 and 4.

ED Wells outlined this year’s Holidays on the Border Program, bringing Santa Claus, candy canes, toy giveaways and music to small businesses along San Ysidro Blvd. He mentioned the Chamber’s Border Public Art Committee is looking for wall to paint murals during the Saturday’s of Holidays on the Border

ED Wells addressed an Maintenance Operating Agreement with the City of San Diego to maintain border signage that will soon be implemented. The board was supplied contract copies. It is understood the Chamber would maintain cleaning and graffiti removal. Urban Corps is providing extra signs for replacement, so there should be no expenses on the Chamber’s part notwithstanding cleaning crew.

VIII. New Business

- a. President Goudeau mentioned the need to start planning annual gala, and asked for Committee Chair volunteer. ED Wells mentioned the location would remain at the Border View YMCA to keep the event close to the community. A Gala Committee meeting was set for November 1 at noon at El Rincon.
  - b. Board agreed to hold annual Posada at Caliente Casino. Additional dinner was agreed.
  - c. 2018 Direction of Chamber. ED Wells mentioned the Chamber's major focus for years had been the border reconstruction planning. Now that construction is underway, the Chamber's number 1 focus needs to be redeveloping our boulevard. Multi-prong: infrastructure (TAP, storefront improvement, widened sidewalks, etc.), business development and attraction (plaza expos, marketing, direct contact, etc.) Board unanimously agreed.
- IX. The treasurer's report was given by Treasurer Rudy Lopez. He noted all golf tournament expenses were paid, some collections from sponsors outstanding. ED Wells also mentioned \$5,000 was coming from the San Diego CDC for a partnership to find businesses interested in growth loans.
- X. The meeting was adjourned at 10:18am

- I. President Jennifer Goudeau convened the meeting at 9:07am
  - a. Present –Douglas Qasawadish, Jennifer Goudeau, Alfredo Ripa, Estefany Becerril, Felix Sanchez, Rudy Lopez, Francisco Bates

II. Guests – Carlos Lacarra

III. Minutes  
No quorum was available to vote on minutes

IV. President's Report  
President Goudeau mentioned the groundbreaking for the new San Ysidro Library will be January 12. Also, she relayed to the board various fundraising opportunities. Executive Director Wells informed the group that a little over \$20,000 of funds raised through the former San Ysidro Community Foundation was still sitting in an account with San Diego Foundation. He had met with San Diego Foundation CEO Kathlyn Mead and she agreed to authorize the \$20k+ to the library fundraising.

President Goudeau then gave the group a recap of the 2017 "great" Holidays on the Border campaign. Here tenants reported a better year in sales than last year. She also mentioned she is serving on the San Diego Public Art and Culture Committee and that San Ysidro was the first community to be selected to receive funds for public art – should be completed in 2 years.

V. Executive Director's report  
ED Wells mentioned initial reports are appearing to show a 20% increase in sales on San Ysidro Blvd (same on the west side). He thanked Gina Escamilla for her participation on Holidays on the Border as Mrs. Claus. He thanked the sponsors as well.

ED Wells also mentioned the Board "Posada" would be on Thursday, December 21.

ED Wells gave the board an update of work to explore the possibility of an 805 off-ramp to Front Street. Planner Vicki Estrada drew a conceptual rendering of the offramp. From a conceptual perspective, the offramp appears to be able to be built without the need to take private lands. The next step is to address a more technical report with Kimley-Horn. The Board will take an official position once feasibility is determined.

ED Wells expressed interest in combining the San Ysidro Smart Border Coalition and the Chamber's Boulevard Committee. Board gave consent.

ED Wells gave an update on the San Ysidro Technical Advisory Panel by Urban Land Institute. Cost is \$25,000. The plan is to find 9 sponsors, plus the Chamber, to each invest \$2,500. A discussion then ensued regarding Border Fusion, their project and possible work together. ED Wells presented the board with an MOU that simply states the Chamber is doing its TAP and would give Border Fusion access to the Tap for use in their overall project.

VI. New Business

The Chamber's upcoming Gala on February 23 was discussed. Executive Director Wells will send list of awardees to the Board for approval prior to the January meeting

VII. IN the absence of Treasurer Rudy Lopez, the treasurer's report was given by ED Wells. He noted all golf tournament expenses were paid, some collections from sponsors outstanding. ED Wells also mentioned \$5,000 was coming from the San Diego CDC for a partnership to find businesses interested in growth loans.

VIII. The meeting was adjourned at 11:00am