

- 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