



BOARD MEETING MINUTES

January 23, 2018

- I. Vice President Douglas Qasawadish convened the meeting at 9:12am
 - a. Present – Douglas Qasawadish, Alfredo Ripa, Estefany Becerril, Antonio Barbosa, Filex Sanchez, Carlos Avila, Rudy Lopez, Francisco Bates, Clarissa Falcon (SGDE)
- II. Guests – Carlos Lacarra, Miguel Aguirre, Steve Padilla, Flavio Olivieri, Francisco Arrola
- III. Public Comment
None
- IV. Presentation
Miguel Aguirre made a presentation on the Border Fusion Research Initiative and its sister-work with the Chamber's ULI TAP project
- V. Minutes
Motion to approve October 2017 minutes was made by Rudy Lopez; and seconded by Antonio Barbosa. Vote was unanimous.

Motion to approve December 2017 minutes was made by Rudy Lopez; and seconded by Douglas Qasawadish. Vote was unanimous.

*There was no November meeting

- VI. Executive Director's Report
ED Wells reported the following:
 - He is working with State Senator Ben Hueso's office to work with the State Board of Equalization to report sales tax by zip code. Businesses have reported a sales increase holiday season to holiday season as 12-15% on the boulevard side and 20-25% on the outlets side. However, actual sales numbers or economic impact is impossible to know.
 - ULI TAP update. ED Wells updated the group on info sharing for the SYCC TAP and the Border Fusion TAP. 9 community partners plus the chamber re each paying 3500 of the \$25,000 TAP cost. He also explained the Chamber's intent to use the TAP to help define Blvd look and feel; then use the TAP to do detailed planning for the blvd; have the Chamber work as intermediary for business to utilize City's Storefront Improvement Program and also look into other assistance programs for land owners or business to implement recommended changes. At the same time, the Chamber will also seek new businesses to come to town. ED Wells then gave the timeline for the TAP process.
 - Combining San Ysidro Smart Border Coalition and Boulevard committee. New, combined San Ysidro Smart Border Coalition will meet 2nd Thursday of each month.

- ED Wells mentioned GSA is now negotiating the purchase of the entire block where Mercado Internacional currently stands. The land owners have not complained to the Chamber. The problem, however, was that no notice was given to the public that further land acquisition is happening.

VII. New Business

- a. New 805 offramp (Front St). ED Wells updated the group that too many variances for CalTrans to do without mayoral intervention. The San Ysidro Smart Border Coalition approved asking the mayor's office for support. A motion was made by to approve asking the Mayor to prioritize vetting the new 805 offramp at Front St. Board gave direction to continue work with Mayor's office
- b. Annual Gala. ED Wells gave update on Gala event, including program, sponsorships, etc. ED Wells then announced the Executive Committee's selections (and reasoning) for annual awards:
 - i. UETA Corporate Citizen of the Year – Goodwill
 - ii. Business Improvement District Small Business – El Ticketon
 - iii. Jennifer Goudeau Business Person – Douglas Qasawadish
 - iv. Chamber Community Partner – Victory Outreach San Ysidro
 - v. Binational Advocate of the Year – IB Mayor Serge Dedina

A motion was made by Francsico Bates and seconded by Alfredo Ripa to ratify the Executive Committee's award nominations. The motion passed unanimously.

- VIII. Treasurer Rudy Lopez gave the treasurer's report. ED Wells noted that of 548 BID members, 519 have no balances due with their business licenses/ BID investment. Only 2 are truly considered late.

- IX. The meeting was adjourned at 10:40am