



BOARD MEETING MINUTES

January 22, 2019

- I. President Jennifer Goudeau convened the meeting at 9:10am
 - a. Present – Jennifer Goudeau, Filex Sanchez, Dinah Willier, Francisco Bates, Rudy Lopez, Alfredo Ripa, Carlos Avalos, Douglas Qasawadish, Omar Trujillo, Sunil Gakhreja; Louis Escareno
 - b. Guests – Carlos Lacarra – SDPD; Christopher Gris – District 8; Aida – SDPD; Veronica Medina – SYSD; Miguel Aguirre – Pro-Pack; Francisco Arreola – Security First; Chris Sanchez – Shore Total Office

- II. Public Comment
 - a. Miguel Aguirre made comments to the effect of 2004 plan of San Ysidro Transportation Center promises not being held by MTS, creating division of transportation services and fomenting illegal transportation/services.
 - b. Chris Sanchez iterated his interest in reviving the Border Public Art Committee. Mentioned a chamber inter dedicated to BPAC would be most helpful.
 - c. Carlos Lacarra mentioned the Border Suppression Team has been reinstated. Gave an update of recent crime stats in San Ysidro – all recent arrests have been transients.
 - d. Chris Gris mentioned: Councilmember Moreno would be having office hours in San Ysidro, her committee assignments and mentioned her office’s participation in the Chamber’s I Love a Clean San Ysidro this year. He further mentioned the old Otay Mesa Road sidewalk would be complete in late-March.

- III. Minutes –
 - a. Approval of November minutes tabled to February

- IV. President’s Report
 - a. Mentioned she was excited about upcoming gala and hoped others would join in planning.

- V. Executive Director’s Report
 - a. Migrant Situation – greatest improvement was moving the refuge from the border to 14 miles away. New migrant caravan started Jan 15, but new Mexican administration has promised to not let history repeat itself
 - b. San Ysidro Sales Numbers – for the first time, San Ysidro businesses offered their sales numbers to an extent that a fact-based estimation of SY sales was able to be estimated: \$685million per year; \$5.3m loss for Sunday Nov 26 closure.
 - c. San Ysidro Pedestrian Signage Program – 11 of 14 signs installed, three extra coming in shortly

- VI. New Business
 - i. SYBLVD Redevelopment Information

- ii. TAP and CPU Expo for Developers to be scheduled. A discussion ensued with many of the board feeling “underwhelmed” with TAP. ED Wells explained that while the TAP reiterated many of the ideas we already had, the value is an organization with the cache of Urban Land Institute backing up or iterating what we need. Miguel Aguirre asked about the Opportunity Zone. A discussion took place with Director Louis Escareno explaining how the program has been used in Texas (specifically, San Antonio).
 - iii. A Priority To-Do List for redevelopment of San Ysidro will be prepared for presentation to Councilwoman Moreno – we will begin with the capital projects listing done by the San Ysidro Planning Group
- b. Events
- i. Website Creation for small businesses – Jan 24
 - ii. Cyber Security Feb 3
 - iii. Clean Up Mar 2
 - iv. Independence July 6
 - v. Gala
 - VII> Location – San Ysidro Blvd
 - VIII> Theme – being developed, but similar to “Re-imagine the Boulevard”
 - IX> Awards and Tributes – will be presented for vote in February
- c. Financial Reports Information was presented:
- i. Monthly P&L
 - ii. Budget Comparison
 - iii. Discussion began re certifying Money Exchanges who are Premier Chamber Members as to businesses customers can have greater trust in.”
- d. The meeting was adjourned at 11:33am