



**San Ysidro Chamber of Commerce
Board of Directors Meeting
Tuesday, April 23, 2015
10:30 – 11:30 A.M. at the San Ysidro Community Service Center**

MINUTES

Board Members Present:

Jennifer Goudeau, Rudy Lopez, Vanessa Mapula, Craig Pettitt, Edith Robledo, Douglas Qasawadish, Alfredo Ripa, Sunil Gakhreja, Chris Sanchez

Board Members Present:

Louis Escareño, Edith Robledo, Antonio Barbosa, Frank Carrillo, Israel Adato, Javier Serhan, Manny Rubio, Mike Wolf

Guests:

Thomas Currie, Roberto Lango, Sigfrido Piñedo

1. President Goudeau convened the meeting at 10:38
2. Public comment: none
3. Presentations:
 - Sigfrido Piñedo of CDT gave a presentation offering digital billboard advertising to chamber members at discount rate.
 - Roberto Lango gave presentation of Binational region skyline art, wherein Chamber members have the opportunity to have their buildings and/or logo placed on the skyline scene – which is used in conjunction with the “Burrocebra” throughout Mexico and Southern California.
4. March minutes approval was motioned by Rudy Lopez and seconded by Alfredo Ripa. Passed unanimously.
5. ED Wells gave update on:
 - Board member participation update
 - Binational Golf Tournament 2US on June 10
 - April 31 SYBA/ SYCC Board Reception at Duty Free City
 - July 2 Independence Festival – County grant applied for
 - Chamber Baja Roadtrips to begin on bimonthly basis. Director Garcia asked if these events brought in significant revenue. President Goudeau stated that this was a social idea between a few that turned into something larger. ED Wells mentioned that yes, revenues can be generated with groups of 20 or more. He further stated value of trips furthers relationship with Baja partners, helps San Ysidro businesses by getting people comfortable with crossing again (thereby visiting San Ysidro)
 - Regional Chamber Multi-Chamber Summit attended by ED Wells, Director Sanchez, President Goudeau, and Director Ripa
 - Board survey re meeting times/dates are being tabulated

6. Action items:

- Plastic Bag Ban. Motion made by Director Lopez to oppose plastic bag ban in San Diego. Seconded by Director Garcia. After long discussion, pointing out which stores would be affected, the fact that residents of this area have proven to not be willing to purchase reusable bags and many groceries are taken across the border, making paper bags impractical. Motion passed unanimously.

7. Committee Reports

- Edith Robles gave update on Education Committee work and upcoming movie screening of McFarland USA with real life protagonists of the movie.
- President Goudeau gave update on Golf Tournament and Independence Festival work. Also mentioned April 31 reception for members of SYBA and SYCC board members.
- Thomas Currie reported on San Ysidro Smart Border Coalition work, including SYSBC support of bus passengers having access to bus bays behind McDonalds Trolley Station through elevator and access door located in McDonalds building.
- President Goudeau updated group on Border Public Art Committee work and locations of mural plans. Director Ripa mentioned projects are being planned to incorporate community members/ children

8. President Goudeau adjourned the meeting at 11:47am

San Ysidro

CHAMBER OF COMMERCE
& BUSINESS ASSOCIATION