

# SAN YSIDRO BUSINESS ASSOCIATION

## BOARD OF DIRECTORS MEETING

Tuesday, April 26, 2016

**Attendance:** Carlos Diaz, Ernesto Murguia, Sunil Gakhreja, Bertha Alicia González, Jennifer Goudeau, Alfredo Ripa, Douglas Qasawadish, Miguel Aguirre, Carlos Meza Avalos,

**Absent:** Alfonso Acosta, Thomas Currie, Irene Rojas, Oscar Salas, Omar Trujillo

**Staff:** Gina Escamilla, Jason Wells     **Guests:** Rudy Lopez, Carlos Lacarra

1. President Murgia convened the meeting at 0839.
2. President Murgia called for public comment – Community Relations Officer Carlos Lacarra gave an update on illegal marijuana stores. In essence, nothing has happened. City attorney “has to go through process to close them down. Director Gonzalez Complained about children around the outside of illegal dispensary and the smell.  
  
Director Aguirre expressed concern about east-west pedestrian mobility once PedWest opens and PedEast is reduced. Director Gonzalez added that the businesses on the Blvd feel “they” will suffer with the opening of PedWest. Director Aguirre stated that we need more than six booths left open on PedEast. Director Goudeau iterated that the government was initially going to completely close the east side, and that it was due to SYBA and SYCC work that six lanes will stay open. ED Wells stated that SYBA is working with GSA and CBP to advocate for more than six lanes.
3. Last month’s minutes approval motioned by Treasurer Goudeau and seconded by Director Ripa – passed unanimously.
4. President Murguia gave president’s report based on BBV Compass actions in the community and business banking products.
5. Executive Director Wells gave the board updates on:
  - a. Department of Commerce and Treasury approached SYCC/SYBA to put on Innovative Finance Conference for Small Business. Fliers distributed. Congressman Vargas will be participating.
  - b. ED Wells gave thanks to Gina Escamilla, Jennifer Goudeau, Alfredo Ripa, Sunil Gakhreja, Carlos Lacarra and Rudy Lopez for participating in last week’s I Love a Clean San Ysidro – with 271 official registrants, the SYBA was the largest BID clean up in the City of San Diego and 2<sup>nd</sup> largest general clean up. Director Ripa specifically mentioned participation of SDPD.
  - c. Farmers Market – agreement reached with San Ysidro Adult School to hold farmers market in their parking lot. Start date will be May 7 or 14<sup>th</sup>, depending on booth registration.
  - d. Pedicab update. SDPD Vice took over pedicab program and has found that pedicabs are not authorized to use motor-assist. We are working with eco pedicab and MTS to bring Low Speed vehicle program to San Ysidro. We have approval from MTS to bring LSV program to San Ysidro. We will continue to work with interested companies to implement program.
  - e. ED Wells announced upcoming events
  - f. ED Wells mentioned that the SYBA has assisted businesses in entering mediation for conflicts. ED Wells reminded group that NCRC is in the SYBA building and offers mediation for free to our businesses.
  - g. Director Aguirre mentioned he is in a lawsuit and mediation would be helpful for many transportation companies in San Ysidro

6. Treasurer's report was given to all. Treasurer Goudeau had been on vacation and unable to give report. ED Wells mentioned that he could address any questions. ED Wells mentioned that SYBA had just undergone annual site visit from City staff. With the exception of some website updates, we passed site visit. Mention was made that SYBA notably in better fiscal situation than few years ago (prior to current administration).
7. New Business
  - a. 2016 Board Elections
    - i. Assignment of Nominating Committee – Nominating committee defaulted to organization committee.
    - ii. The rest of the election process and dates was reviewed with boards.
  - b. Mexico City Regional Advocacy Trip Report by ED Well
    - i. San Ysidro Concerns
      1. Coordinated opening of PedWest on July 15 – Mexico wavering on open date. Trip was successful in getting both governments to agree to July 15 PedWest Open date. If PedWest not open on July 15, Phase II of Port of Entry project would be lost.
      2. In 2015, Mexico began requiring tourist permits for non-Mexicans. Federal law only provided that six month permits were only good for single entrance. Trip was successful in getting Mexican federal government to accept six-month permit for multiple entry.
    - ii. ED Wells gave report on all other meetings held
    - iii. Director Gonzalez gave praise for full, detailed report. Then mentioned a bridge should be built between Playas and San Ysidro

The meeting was adjourned by Treasurer Goudeau at 10:05am.

