

San Ysidro Chamber of Commerce Board of Directors Meeting

MINUTES - Tuesday, January 24, 2017

9:00am at the San Ysidro Community Service Center

Attendance:

Antonio Barbosa
Jennifer Goudeau
Rudy López
Carlos Avalos

Vanessa Mapula
Emilie H. Medellín
Alfredo Ripa

Oscar Salas
Sunil Grakhreja
Andres Ripa

Guests: Estefany Beceinil, Chris Sanchez, Ken Song, Carlos Lacarra, Deanie Marin-Lucchesi

Staff: Gina Escamilla, Jason M-B Wells, Brianda Diaz

Meeting Convened: 9:18 am

Non-Agenda Public Comment:

- Saturday, painting old border wall on Mexican Side
- Offered BPAC a space on the wall, need a bucket of paint

President's Report

- BPAC Benches should be in next week
- Need to clean the walls before the benches are installed
- Planning Group had a short workshop on Border Area (PedWest/PedEast) regarding transportation, signs
- Planning Group gave to the chamber the chance to name the Blvd area (Border Village Area, Shopping District, The Blvd Shopping District, Wholesale District, Shopping/Wholesale District)
- E-mails with ideas are welcome and signs will be installed by Sept.

Executive Director Report

- Board Meetings
 - Money Survey Results conclude meetings will continue on the 4th week of the month at 9am, Nov-Dec could be a problem
 - Deanie and Estefany have expressed interest on being on the board, this will be discussed at next meeting
 - Also, look at the chart of attendance and see who has not been here and contact them whether they are still interested or can't participate
- OneBorder
 - Smart Border Coalition style, organizations from here to Brownsville
 - Next meeting will be next Thursday and Friday in Tijuana and Ensenada
 - Board Members have copies of Agenda for these meetings (NAFTA, Border Infrastructure, etc.)
 - Any member is welcome to attend

- Upcoming Events
 - Annual Gala
 - April 21 @ YMCA
 - Executive Awards: Binational Advocate awards (Consulate General and Sally Carrillo)
 - SIMNSA possible sponsor
 - Chris will connect with Event Coordinator about art at Gala
 - Binational Golf Tournament
 - June 2 @ Sycuan Casino w/ \$5,000 support
 - Cost \$15,000
 - Create a companion package for anyone not playing golf
 - Event App (Information Gathering)
 - Independence Festival
 - July 1
 - Event coordinator will also handle this event
 - Event App (Schedule and Map)
- BID Efforts
 - AMIGOS Program
 - Beginning Feb.1, only daytime at the beginning (8am-6pm, Wednesday-Sunday)
 - Business will see a benefit and eventually get 20 hours
 - BPAC
 - TJ Wall
 - Working on proposal on Outlets at the Border (Connect Lounge) and big wall for Swap Meet
 - Bridgedeck Project
 - Marketing Stats on the impact for San Ysidro
 - Outdoor Displays
 - Signed up for the program and complied with the rules
 - Code compliance will be coming down in a week or two
 - Work with code enforcement so that David Alvarez defends the SY Community
- New Business
 - Investigating the idea of new parking meters on the blvd
 - Business' are complaining that cars park right in front of their stores forever
 - Carlos will talk to traffic engineering on whether they have any ideas
 - Possibly change it to 15min parking, less than 2 hours but no enforcement
 - Meters can pay for enforcement
 - Meet with the Blvd committee
 - Audit will be finished this week
 - Major debts are taken care of
 - Working on the Directory, contact Gina

Open Discussion

- Board members not showing up

Meeting Adjourned: 10:12am