

- I. President Jennifer Goudeau convened the meeting at 9:10am
  - a. Present – Douglas Qasawadish, Jennifer Goudeau, Alfredo Ripa, Estefany Becerril, Antonio Barbosa, Ernesto Murguilla, Carlos Avila, Rudy Lopez, Francisco Bates, Carlos Diaz
  
- II. Guests – Carlos Lacarra, Francisco Arrola, Zeke Gutierrez and Lorena Castillo (Goodwill San Diego)
  
- III. Public Comment

Zeke Gutierrez, of Goodwill San Diego mentioned in increase in issues with homeless - overnight break-ins, homeless coming into stores causing problems, slow police response - 45 minutes on hold before operator answered. President Goudeau supported, citing broken windows, homeless broke doors twice at Fronteras del Norte. Homeless at these locations had been asked to leave, then they would vandalize at night. She also stated an increase in homeless traffic next to Goodwill. SDPD Officer Carlos Lacarra expressed he understood there are peak-time waits on non-emergency calls. 911 operators are fully staffed to Mayor’s budget but it’s not enough. Neighborhood Response Team (NRT) is the strike team for this issue. NRT is down to four officers, and are not enough. Ge explained when police address homeless, they offer services. If services are refused, they could arrest but there are too many. He offered that if there is a serious issue, we can call him directly but, in general, police ask we call non-emergency number. Secretary Ripa mentioned a specific homeless is known to business owners. He is breaking windows, so business owners are afraid to approach. Officer Lacarra warned against approaching if they become violent. He said he would look into individual specified. He further mentioned that as homeless are pushed out of other areas, they are coming to San Ysidro. Director Bates mentioned he thinks problem will get worse as the weather gets better. He asked if police could act on camera recordings of vandalism/ crimes by homeless. Officer lacarra mentioned any evidence will help. ED Wells mentioned Chamber offered private security answer, but property owners were not interested in financially assisting. Officer Lacarra stated SDPD created a homeless division, but is centered downtown.

Officer Lacarra then mentioned he has been receiving complaints about cell phone company canopies popping up around the boulevard. He notified the Board he would be making rounds to discuss with offenders. ED Wells explained that many are getting business licenses based on giving the City an address “near” where they are putting up canopies, then believe they can operate based on ill-gotten business licenses. Officer Lacarra reminded that canopies are illegal - business license or not.
  
- IV. Minutes  
Minutes were tabled due to lack of quorum

## V. Executive Director's Report

ED Wells reported the following:

- District 8 Candidate forum will be held April 6th. President Goudeau asked how many candidates are registered. ED Wells responded that there are four. Three have confirmed. Candidate Lazarus was invited but has not responded - neither via phone messages, emails or facebook messages that were sent to him.
- On April 11th, the Chamber is supporting a fundraiser for the new San Ysidro Library. Sacha Boutros will be singing and entrance fee is the purchase of a "naming tile" from \$100-250 dollars.
- On April 21 is our annual I Love a Clean San Ysidro cleanup event. Volunteers and donations needed - cleaning supplies, water, food for carne asada, etc. needed. ED Wells mentioned San Ysidro has been largest BID cleanup and 2nd largest community cleanup in all San Diego for the past two years. Victory Outreach, T-mobile and Girl Scouts have brought teams and ED Wells encouraged others to do the same..
- April 26 is the Chamber's monthly breakfast with the new SDPD Chief Nisleit. ED Wells mentioned that he and other community members held a press conference in support of Southern Division after news of a memo supposedly encouraging a "quota" for arrests in minority communities. ED Wells stated that the misconstruance was coming from a group from Southeast San Diego; and San Ysidro wanted to speak for itself. After assurances from Captain Leos and Chief Nisleit that our community was not being targeted - quota or otherwise - we went to support. ED Wells stated San Ysidro actually wants more police and to have them out and about in the community. Numbers back up that the community is safer when officers are out of their patrol cars and acquaint with the community. ED Wells also stated the Captain position in Southern Division has been a "revolving door" and we want to keep Captain Leos, who grew up in the community. Officer Lacarra thanked the Chamber for its support. He further mentioned Captain Leos was actually a victim of the 1989 McDonald's massacre - having extensive ties to the community.
- ED Wells mentioned that in partnership with the Otay Mesa Chamber of Commerce, San Ysidro Chamber members are offered a \$125 discount for booths at their Otay Mesa Annual Mexport event on April 26.

## VI. President's Report

- a. President Goudeau also made a plea for assistance with the I Love a Clean San Ysidro event.
- b. She also reported there would be three openings for members of the San Ysidro Planning Group
- c. President Goudeau then asked ED Wells for a Urban Land Institute Technical Advisory Plan (TAP) update. ED Wells gave visitors a brief background of the TAP. He then told the Board the TAP experts would conduct the TAP on June 4,5 and 6. The Chamber and TAP investors met with ULI staff to draw up problems to be solved by the TAP. Issues would be finalized mid-April. ULI would then assemble experts. Experts and investors would then establish the "baseline." This is a briefing report of "where we

are today.” Then, June 4-6, experts will interview businesses, residents, etc. before developing their report. The final TAP report will be given for Board approval by June 30, 2018. The Chamber would then plan a public rollout in July/ August.

- d. Treasurer Lopez mentioned to the group that they should submit areas needed to be cleaned during clean up.

VII. Director Diaz arrived, establishing quorum

VIII. New Business

- a. ED Wells let the Board know July 1st was decided by the Events Committee as the date for the 2018 Independence Festival @ the Border. ED Wells mentioned the Event Coordinator will begin attending Board meetings to assist in updates. Officer Lacarra mentioned the importance of early permit submittal.

ED Wells explained the Chamber’s request for a County of San Diego Community Enhancement Grant to support the festival. This year’s request is for \$45,000. ED Wells related to Board that we usually get half of what we request. He then explained most of event’s expenses and where Community Enhancement Grant could be used.

**A motion to approve the San Ysidro Improvement Corp 2018 Community Enhancement Grant application was made by Treasurer Lopez and seconded by Secretary Ripa. Motion passed unanimously.**

- b. ED Wells expressed President Goudeau’s desire for ED Wells to represent the Chamber in one of the vacancies of the San Ysidro Planning Group.

**A motion approving ED Wells to represent the San Ysidro Chamber of Commerce on the San Ysidro Planning Group was made by Treasurer Lopez and seconded by Secretary Ripa. The motion passed unanimously.**

- c. **A motion to approve January minutes (no February meeting) was made by Director Bates and seconded by Director Becerril. Motion passed unanimously.**

- d. ED Wells informed the Board that all gala expenses had been paid, with around \$20,000 in receivables to collect

IX. Treasurer's Report. Treasurer Rudy Lopez mentioned he attended the City Council committee meeting, on behalf of the Chamber, for approval of San Diego BID’s budgets. He stated BID budgets were approved by committee and would go to full City Council soon, and is subject to two Council votes. ED Wells informed group of new City requirements for BID’s to provide annual commercial vacancy, rental and job reports - year over year. Real estate agent Linda Greenberg assisted in compiling numbers. ED Wells and Treasurer Lopez then gave monthly financial report. An anomaly noted was about a month’s worth of BID assessments that were budgeted by March had not come in, but expenses have been adjusted appropriately. With assessment adjustment, Chamber

is performing above budget. Board questioned legal fees paid, and ED Wells explained they were due to the court case against BID's city-wide (Citizens for Open Government vs City of SD and BID's). There are no updates to the case. ED Wells mentioned that the Chamber received the 2017 Audit draft report. Chamber is expecting a positive report, eliminating the going concern the independent BID had in previous years. This result is a year ahead of that expected.

- X. ED Wells then informed the Board that the annual regional advocacy trip, coordinated by the San Diego Regional Chamber of Commerce, was coming up on April 15th. ED Wells mentioned the advocacy will be focused on working with department heads in lieu of political heads, as Mexican elections will replace most in December.
- XI. The meeting was adjourned at 10:22am