



**San Ysidro Chamber of Commerce
Board of Directors Meeting
Tuesday, December 19, 2017
9:00 A.M. at the San Ysidro Community Service Center**

Agenda

1. Welcome and Convening of Meeting, Roll Call and Introductions
2. Non-Agenda Public Comment

Public comment may be made on any subject in the Board's area of responsibility. In the interest of dealing with business on hand, comments are limited to no more than three (3) minutes total per subject, regardless of the number of those who wish to speak. (Comments relating to today's agenda are to be taken at the time the item is heard.) The President has the ability to reduce speaker time in the interest of accomplishing board business. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken or had by the Board on any issue brought forth under "Non-Agenda Public Comment."

3. Approval of October Minutes (No November meeting) **ACTION**
4. Presentation **Information**
 - 2018 Media Campaign 2018 Sponsorship Program
 - Paco Baca, Border Network Group
5. President's Report President Goudeau **Information**
6. Executive Director's Report **Information**
 - a. 2017 Holidays on the Border
 - b. 2017 Posada
 - c. 805-Virginia Ave Offramp
 - d. Boulevard Committee/ Smart Border Coalition
7. New Business **ACTION**
 - a. ULI Binational TAP Agreement and Funding **ACTION**
 - i. MOU with Border Fusion
 - ii. \$2,500 Expenditure by SYCC
 - b. 2018 Gala – Bloom the Boulevard **Information**
 - i. Committee
 - ii. Sponsorship Calls
 - iii. Coordinator Report
 - iv. Business Awards
8. Treasurer's Report
9. Adjourn (10:30am)

NEXT BOARD MEETING: January 23, 2018

****Committee Meetings**

COMMITTEE

Transportation (BTC)

2nd Tuesday each month 1030 am

Smart Border Coalition

2nd Wednesday, 9:30 am

Education Committee

3rd Wednesday of the month, 12:00 pm

Boulevard Committee

3rd Wednesday of the month 3:00 pm

Events & Promotions Committee

3rd Wednesday of the month 4:00 pm

Border Public Arts Committee (BPAC)

1st Saturday of the month 11:00 am

CHAIR/ CHAMBER REP

Chair Bates

Coordinator Wells

Chair Nagura

Chair Ripa

Chair Goudeau

Chair Meza

- I. President Jennifer Goudeau convened the meeting at 9:07am
 - a. Present – Emilie Medellin , Antonio Barbosa, Douglas Qasawadish, Jennifer Goudeau, Alfredo Ripa, Ernesto Murguia, Felix Sanchez, Rudy Lopez, Carlos Avalos, Francisco Bates
 - b. Guests – Luis Alcala, Lance Reece, Francisco Arreola, Tamira Benitez
- II. Presentation: Luis Alcala of WestPac Investments presented financial planning programs for small businesses.
- III. Presentation: SBCDC on small business training and tools available for Chamber members.
- IV. New Chamber member Security First made self-introductions to the Board.
- V. Executive Director Wells announced the resignation of Board Member Oscar Salas due to family issues. President Jennifer Goudeau appointed Francisco Bates to the Board.
- VI. Minutes: August and September minutes were approved unanimously. Motion made by Alfredo Ripa and seconded by Doug Qasawadish.
- VII. Executive Director Report: ED Wells gave an update as to the progress of planning an Urban Land Institute Technical Assistance Panel of redeveloping San Ysidro Blvds. This would be the first binational TAP – covering 1km in Tijuana and the first mile of E San Ysidro Blvd. The plan is to identify 9 investors, along with the chamber to invest \$2500 each for a seat at the TAP planning meetings to pay the \$25,000 TAP piece. Border Fusion, run by Miguel Aguirre, is interested in partnering to use the Chamber’s TAP as the first piece of a border-wide project they would like to execute.

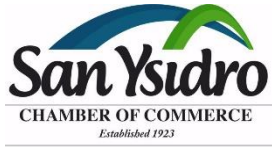
ED Wells described the Board’s upcoming “Road Trip” to the Xolos game in Tijuana and trip to Valle de Guadalupe on November 3 and 4.

ED Wells outlined this year’s Holidays on the Border Program, bringing Santa Claus, candy canes, toy giveaways and music to small businesses along San Ysidro Blvd. He mentioned the Chamber’s Border Public Art Committee is looking for wall to paint murals during the Saturday’s of Holidays on the Border

ED Wells addressed an Maintenance Operating Agreement with the City of San Diego to maintain border signage that will soon be implemented. The board was supplied contract copies. It is understood the Chamber would maintain cleaning and graffiti removal. Urban Corps is providing extra signs for replacement, so there should be no expenses on the Chamber’s part notwithstanding cleaning crew.

VIII. New Business

- a. President Goudeau mentioned the need to start planning annual gala, and asked for Committee Chair volunteer. ED Wells mentioned the location would remain at the Border View YMCA to keep the event close to the community. A Gala Committee meeting was set for November 1 at noon at El Rincon.
 - b. Board agreed to hold annual Posada at Caliente Casino. Additional dinner was agreed.
 - c. 2018 Direction of Chamber. ED Wells mentioned the Chamber's major focus for years had been the border reconstruction planning. Now that construction is underway, the Chamber's number 1 focus needs to be redeveloping our boulevard. Multi-prong: infrastructure (TAP, storefront improvement, widened sidewalks, etc.), business development and attraction (plaza expos, marketing, direct contact, etc.) Board unanimously agreed.
- IX. The treasurer's report was given by Treasurer Rudy Lopez. He noted all golf tournament expenses were paid, some collections from sponsors outstanding. ED Wells also mentioned \$5,000 was coming from the San Diego CDC for a partnership to find businesses interested in growth loans.
- X. The meeting was adjourned at 10:18am



BOARD MEETING MINUTES
November 2017

- I. Board meeting for November was adjourned to be held on December 19, 2017