



**San Ysidro Chamber of Commerce  
Monthly Board of Directors Meeting  
Tuesday, June 25, 2019  
9:00 A.M. at the San Ysidro Community Service Center**

**Agenda**

1. Welcome and Convening of Meeting, Roll Call and Introductions (9:00am)
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. President's Report Information
4. Executive Director's Report Information

5. Minutes
  - a. Approval of February Minutes
  - b. Approval of March Minutes
  - c. Approval of April Minutes
  - d. (Dark in May)

6. Current Business
  - a. Events
    - Sydney Summer Music Fest – Aug 31
      1. Art Contest
      2. Music Acts
      3. Sponsorship – Board Pledge
  - b. Website Changes
    - B2B
    - B2P
    - Medical Portal
  - c. Community Services Center RFP
  - d. ESYB Parking meters/ Paseo Mexico  
Creative Service Agreement

7. Financial Reports – FY 20 Workshop
  - a. BID Budget
  - b. Chamber Budget
    - Events Budgets
    - Membership Budgets
8. Adjourn (10:30am)

**NEXT BOARD MEETING: July 30**

**\*\*Committee Meetings**

<b><u>COMMITTEE</u></b>	<b><u>CHAIR/ CHAMBER REP</u></b>
Transportation (BTC) 2 <sup>nd</sup> Tuesday each month 1030 am	Chair Bates
Smart Border Coalition 2 <sup>nd</sup> Thursday, 9:30 am	Coordinator Wells
Education Committee 3 <sup>rd</sup> Wednesday of the month, 12:00 pm	Chair Nagura
Events & Promotions Committee 3 <sup>rd</sup> Wednesday of the month 4:00 pm	Chair Goudeau
Border Public Arts Committee (BPAC) 1 <sup>st</sup> Saturday of the month 11:00 am	Chair Sanchez



San Ysidro

CHAMBER OF COMMERCE

*Established 1923*

- I. President Jennifer Goudeau convened the meeting at 9:14am
  - a. Present – Jennifer Goudeau, Filex Sanchez, Dinah Willier, Francisco Bates, Rudy Lopez, Alfredo Ripa, Carlos Avalos, Douglas Qasawadish, Omar Trujillo, Sunil Gakhreja; Antonio Barbosa, Enrique Valle
  - b. Guests – Carlos Lacarra – SDPD; Christopher Gris – District 8; Aida Liufau– SDPD; Veronica Medina – SYSD; Francisco Arreola – Citywide Protection Services; Doug Wion – Security First; Qamar Bradford CA Dept of Rehabilitation
  
- II. Public Comment
  - a. Treasurer Rudy Lopez presented a support drive for Southwest Little League. Opening Ceremonies March 9.
  - b. Treasurer Lopez announced an opening for volunteers on the San Ysidro School District Bond Oversight Board.
  - c. Officer Lacarra gave a report on SDPD promotions and assignments, including new Captain for San Ysidro – Capt. Manny del Toro
  - d. Officer Lacarra mentioned early morning theft increase near the library.
  - e. Veronica Medina mentioned the blanket giveaway to students on Friday.
  - f. Ms. Medina reminded the board of the Chamber’s Education Committee Inspirational Movie Night on March 15<sup>th</sup>; EdCmte’s internship program at Outlets at the Border on April 18<sup>th</sup>.
  - g. Qamar Bradford gave the board an overview of the functions of the State’s Department of Rehabilitation.
  - h. Officer Lacarra mentioned the Chamber’s priority of having office hours for the neighborhood policing department in San Ysidro is being negotiated.
  - i. Chris Gris mentioned: the April 2<sup>nd</sup> Chamber Clean Up; the Land Use and Housing Committee just amended parking requirements for residential units built in transportation center areas; the Councilwoman’s work on water contamination in the border area; sidewalk to SYHS completed, but vehicle access still being finished. Councilmember Moreno would be having office hours in San Ysidro, her committee assignments and mentioned her office’s participation in the Chamber’s I Love a Clean San Ysidro this year. He further mentioned the old Otay Mesa Road sidewalk would be complete in late-March.
  
- III. Minutes –
  - a. Approval of November minutes moved by Member Barbosa, seconded by Treasurer Lopez. Unanimous Vote to approve.
  - b. Approval of December minutes moved by Member Bates, seconded by Secretary Avalos. Unanimous Vote to approve.
  - c. Approval of January minutes moved by Treasurer Lopez, seconded by Secretary Avalos. Unanimous Vote to approve.

IV. President's Report

- a. President mentioned her comments would be on gala and cleanup, thus she would wait for topics to come up on agenda.

V. Executive Director's Report

- a. Membership Signs – ED Wells mentioned an interview from Telemundo, wherein complaints had been made regarding money exchanges and charges – expressed or not – imposed on clients. Through the discussions, it was realized that the money exchanges that have had complaints launched against them are not those that invest as Chamber Premier Members. He then presented the board an example of window stickers that will be given to all upon their membership renewal that recommends them as a Chamber Premier Member.

VI. Current Business

- a. Approve Chamber application for County Community Enhancement Grant - \$45,000 request to support Summer Music Fest. Motion to approve was made by Member Ripa and seconded by Treasurer Lopez. Unanimous vote to support.
- b. SYBLVD Redevelopment Information
  - i. Blvd Activation Proposal. ED Wells presented the Board with a proposal from Beryl Froman to assist in placemaking, pop up and beatification projects. While the board liked the idea, it was established the Chamber could not afford ongoing consultant fees as proposed, but could pay with the cost of each individual project. The Board gave direction to ED Wells to continue negotiating the proposal, based on a per-project payment to consultants.
  - ii. Priority To-Do List for City. After lengthy discussion of infrastructure priorities, weighing priorities with Community Planning Group list, etc. Board Member Ripa, seconded by Treasurer Lopez motioned to approve the list as attached to these minutes. Vote was unanimous in support.
- c. Events
  - i. Clean Up Mar 2. ED Wells mentioned need for volunteers and donations. Volunteers needed for supervision, pick up and Carne Asada workers.
  - ii. Gala April 26. Dream San Ysidro – overall theme; “Re-Imagine the Boulevard” is phase 1.

ED Wells presented the executive committee's list of proposed award winners:

- a. UETA Duty Free Corporate Citizen of the Year  
SDG&E

- b. San Ysidro B.I.D. Small Biz of the Year • Grocery Outlets – San Ysidro
- c. Jennifer Goudeau Business Person of the Year LEGACY • Frank Carrillo, SIMNSA Medical Plan
- d. Community Partner of the Year • Carlos Lacarra, SDPD
- e. Border Advocate of the Year • Senator Kamala Harris

Treasurer Lopez moved and Board Member Ripa seconded to approve the above list. Motion to support was unanimous.

- iii. Summer Music Fest @ the Border will replace Independence Festival (in name) thematically will be same. Member Medina mentioned she has music contacts

VII. Financial Reports Information

- a. Monthlies were not yet available. ED Wells presented FY2020 budget for BID Assessments submitted to City Council

VIII. The meeting was adjourned at 11:00am

April 30, 2019

- I. President Jennifer Goudeau convened the meeting at 9:05am
  - a. Present – Jennifer Goudeau, Rudy Lopez, Alfredo Ripa, Carlos Avalos, Omar Trujillo, Sunil Gakhreja; Antonio Barbosa; Edgar Alaniz; Andres Ripa
  - b. Guests – Carlos Lacarra – SDPD; Christopher Gris – District 8; Maritza Chavarin – SYSD;
  
- II. Public Comment
  - a. Chris Gris announced that May 13<sup>th</sup> will be the opening day for Old Otay Mesa Road. He also mentioned the councilmember would support chamber’s use of the Community Service Center for the foreseeable future.
  
- III. President’s Report
  - a. Mentioned she was happy with gala turnout. She mentioned the reception area was crowded, but that was a good problem to have.
  - b. President Goudeau also mentioned she and board member Alfredo Ripa would be having a follow up meeting with Gala keynote Ben Nicholls to pursue the “paseo” vision for ESYBLVD
  
- IV. Executive Director’s Report
  - a. ED Wells gave thanks to the councilmember for her support for the chamber’s continued master lease of the community service center (CSC). ED Wells gave a background to the board of the current situation of negotiations of the chamber’s masterlease.
    - i. Original lease was made in 2011. The City of San Diego Real Estate and Assets Department (READ) knew Hensel Phelps Construction (HP) was interested in renting the rear parking lot of the CSC. Based on the HP rental, the READ offered the chamber a \$4,500 monthly masterlease for 3 years to coincide with HP’s term of work at the port of entry.
    - ii. As 2014 approached, the chamber sought to obtain a new master lease for itself and the other non-profits housed in the CSC.
    - iii. READ was non-responsive for months
    - iv. In 2015, the chamber found out about a non-profit rate READ has for non-profits in city-owned buildings that is a flat \$3500 per year rate. (which the Chamber believes READ should have advised them of in 2011)
    - v. The chamber applied for the non-profit rate, paid the application fee and advised READ.
    - vi. READ then advised Chamber that during the months READ was non-responsive, the accounting software for READ had continued charging the chamber the \$4,500 rent. But, through email, RED advised that through the non-profit rate application, any rents drawn up through the software would

be waived, as the Chamber paying \$4,500 after 2014 was never understood by anyone.

- vii. READ was then non-responsive until May of 2015, when a new representative was charged with San Ysidro. The chamber relayed all the previous information to her, and she informed the chamber that the problem was waiving fees drawn up in error, and how to waive them without looking like a “gift of public funds.” The chamber was instructed to “lay low” as San Ysidro was not on the front burner of READ nor the City and that raising the issue could trigger council action.
- viii. READ was again, quiet until the chamber requested, in January of 2017, roof repairs. READ responded to roof repairs, making them in March of 2017.
- ix. There was no further communication until a new rep for READ was assigned in late-September of 2018. A site visit was made February of 2018.
- x. No further communication happened until April 2019, when the Chamber received notice from the San Ysidro Community Planning Group (CPG) they had seen a “Pre-Marketing (Pre-Disposition) Review of City Owned Property for Permanent Supportive Housing - San Ysidro Community Center 663 E. San Ysidro Blvd.”
- xi. The Chamber contacted both Councilwoman Moreno’s office and the READ. READ responded a week later that the CSC was no longer being considered for the housing project, and the Chamber of other non-profits would remain “as is.” No further information was given about the master lease.

- b. ED Wells then advised the Board of GSA’s Section 106 process for mitigating community losses of the historical building known the yellow-art deco International Building. He mentioned the group is working on a replication of the International Building and pictorial historic presentation within the PedEast Pedestrian Plaza.
- c. ED Wells relayed to board that the city-wide BID budgets were unanimously approved at City Council.
- d. ED Wells mentioned “Scholarship Season” was coming upon us. The Chamber would continue to give 8 x \$500 scholarships. Thanks was given to the Chamber’s Education Committee for their work on the raffle at the gala, which raised over \$1,200 of the \$4,000.

V. New Business

- a. The Board held a reap of the Annual Gala
  - i. Comments made:
    - a) Great to have on boulevard
    - b) Keynote speech a little long

- c) Keynote was very good, slightly long, but theme may have been better at a board meeting or annual meeting instead of gala
  - d) Consider making gala more entertainment and recognition – possibly no keynote
  - e) MC was very good
  - f) Thanks was given to Councilwoman Moreno for her support throughout event
  - g) We lacked true vegetarian option
  - h) Solo Pearl was great
- b. Net from event should be around \$20,000. Report will be given at next meeting.
  - c. The meeting was adjourned at 9:51am