



**San Ysidro Improvement Corporation
Monthly Board of Directors Meeting for the Month of MAY
Tuesday, June 7, 2022**

9:00 A.M. at the ~~San Ysidro Community Service Center~~

Due to recent rises in the COVID-19 crisis, this meeting will be held on Zoom. To join the meeting, go to <https://us02web.zoom.us/j/7877446462> . Public may make comments via the Zoom comment option.

AGENDA

**The MAY Board of Directors meeting would have normally been scheduled for May 25, however the meeting was rescheduled to the next available Tuesday which resulted in this June 7, 2022 date.

1. Welcome and Convening of Board 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 INFO
4. Executive Director's Report INFO
 - a. Parking Study for Creation of Parking District
 - b. Councilwoman Moreno's Inclusion of Optimize San Ysidro in Budget Memo
5. Minutes CHAMBER OF COMMERCE
 - a. Approval of 1.25.2020 Board Meeting Minutes VOTE
 - b. Approval of 2.25.2020 Board Meeting Minutes VOTE
 - c. Approval of 4.26.2020 Board Meeting Minutes VOTE
 - d. There was no March meeting held
6. 2022 Election
 - a. Secretary reports to Directors on all businesses eligible to vote by ballot an at the Annual Meeting and, in conjunction with the Nominating Committee, reports to the Directors of the results from nomination solicitation;
 - b. The Nominating Committee continues their report, such that additional nominations may be made, including from the floor, provided that the nominee so named is a business in good standing;
 - c. The Directors vote to close nominations, adopt a slate of candidates, and order preparation of a written ballot; VOTE
 - d. The Directors appoint an Election Committee, to include the Secretary and an outside inspector of elections providing for his/her compensation, if any.

7. Financial Reports

- a. Monthly Report
- b. Financial Workshop – 11 am, June 9, at Chamber offices

8. Adjourn



- 1) President Goudeau convened the meeting at 9:05 am
 - A. Roll Call:
 - i) Board Members: Jennifer Goudeau, Barob Group; Carlos Avalos, T-Mobile; Filex Sanchez, Union Law Group; Douglas Qasawadish, Primera Market and Gas; Alfredo Ripa, Border Station Parking; Kyong Song, Fashion Glow; Omar Trujillo, My Mobile LLC
 - ii) Staff: ED Wells, Program Manager Juan Miguel Hornedo
 - iii) Guests: Summer Stephan, District Attorney; Cameron Celeste, DA's office; Humberto Peraza, SANDAG; Joana Enriquez, Rep. Senator Hueso; Rudy Lopez, San Ysidro School District; Gerardo Ramirez, Rep. Councilmember Vivian Moreno;
- 2) Non- Agenda Public Comment
 - A. Gerardo Ramirez from Vivian Moreno's office, from December 2020 to December 2021 District 8 received \$30 million from state and federal funding.
 - B. Joana Enriquez shares that Sen. Hueso's office is working on the general budget for 22 & 23. Senator is pushing for 20 million one-time grants for businesses. Senator is working with Kurt Hunold in projects that will impact the border region.
- 3) Guest: San Diego County District Attorney Summer Stephens
 - A. Presentation
 - i) DA Stephan shared information regarding crime around San Diego County and the impact Covid had on prison administration. She invited participation to the California Organized Retail Crimes Association (CAL-ORCA)
- 4) President's Greeting and Report
 - A. President Goudeau thanked all attendees and DA Stephan for the presentation.
- 5) Executive Director's Report
 - A. Business Outreach – Holiday Business Stats
 - i) Stats regarding calls will be released with the following Monday Mañanero Newsletter
 - B. BID Extension
 - i) ED Wells announces that the San Ysidro Improvement Corporation has been awarded the BID extension for fiscal year 22
 - C. Board Posada – Moved to March 26
 - i) Board posada was postponed to a later date to have Board members and nonmembers at the event.

D. Board Elections 2022

- i) ED Wells shares the bylaws regarding election process. Seat availability will be reviewed starting March. Board reviewed Seat Availability chart.

E. COVID testing/Vax

- i) SY Health partnership with the San Ysidro Chamber has provided 1,074 vaccines administered from July to December 2021. SY Health hosts a mobile vaccination unit at the Chamber facilities every Tuesday and Friday; the site has become one of their most successful vaccination sites. SY Chamber holds the record for most vaccinations administered in a single day (64).

6) Approval of November and December 2021 Minutes

- A. Treasurer Alfredo Ripa moved, seconded by President Jennifer Godeau to approve minutes of November & December 2021. Motion passed 7-0

7) New Business

A. Presentation – Let’s Go San Diego Citizens Initiative

- (1) Initiative to improve transportation in San Diego in the following ways: infrastructure upgrades, rapid routes, trolley lines extensions, preservation, maintenance, affordable fares, reduction in carbon pollution.
- (2) After presentation Board motions to support the initiative. Omar Trujillo moved, seconded by President Jennifer Godeau. Motion passed 7-0

B. New Initiatives

i) Best San Diego/ Tijuana

- (1) BEST is a white paper initiative that looks for border enhancements focusing on current issues at the border. The white paper will be sent to government officials asking for support to later be presented at the Washington trip.

ii) Inspiration Loop

- (1) Initiative to create infrastructure upgrades on both sides of the border.

8) Old Business

A. Recovery Plan progress review

- i) ED Wells gave a brief update regarding Recovery Plan

9) Monthly Financial Report

- A. ED Wells gave full financial report, December profit & loss shows an \$8K deficit but clarifies that 8k was received during the first week of June from prior revenue.

10)

Board Comments

- A. none

11) Meeting adjourned at 10:55 am

- 1) President Goudeau convened the meeting at 9:06 am
 - A. Roll Call:
 - i) Board Members: Jennifer Goudeau, Barob Group; Carlos Avalos, T-Mobile; Filex Sanchez, Union Law Group; Alfredo Ripa, Border Station Parking; Carlos Lacarra, SDPD; Louis Escareño, UETA Duty Free; Douglas Qasawadish, Primera Market and Gas; Kyong Song, Fashion Glow
 - ii) Staff: ED Wells, Program Manager Juan Miguel Hornedo
 - iii) Guests: Amanda Wylie, Public Strategies; Gerardo Ramirez, Office of Councilmember Vivian Moreno; Jovita Arellano, Public strategies; Guillermo Escobedo, Esq. Jackson Lewis P.C.; Alondra Alvarado, Office of Councilmember Vivian Moreno; Veronica Medina, San Ysidro School District
- 2) Non- Agenda Public Comment
 - A. None
- 3) Guest: Guillermo Escobedo, Esq. Jackson Lewis P.C.
 - A. Presentation – Successful Wrongful Termination Defense
 - i) The Improvement Corporation submitted a Motion for summary judgement was granted the motion.
 - ii) After lengthy legal proceedings, the case is dismissed. SYIC won.
- 4) President’s Greeting and Report
 - A. President Goudeau spoke on progress done at monthly meetings with CBP; she mentioned advocacy efforts to get Ped West reopened and reduce border wait times.
- 5) Executive Director’s Report
 - A. Membership
 - i) ED Wells mentioned staff efforts to get billing back on track and renewal of BTC chamber memberships.
 - B. Board Posada – March Moroccan Night
 - i) ED Wells announced the new date for the Chamber Board posada as well as entertainment/ food options that will be offered during the trip
 - C. Board Elections 2022 – Available Seats
 - i) 9 seats are available for the 2022 elections, which include the following: Edgar Alaniz, Carlos Avalos, Juan Vargas, Francisco Bates, Carlos Diaz, Louis Escareño, Alfredo Ripa, Omar Trujillo and Enrique Valle.
 - D. Storefront Improvement Re-Implementation
 - i) ED Wells announced that Storefront improvement program has been re-introduced by the city.

- E. Graffiti Abatement
 - i) ED Wells shared chamber staff efforts to reduce graffiti in the SY community through its bi-weekly street beautification program. He also shares that the Chamber is waiting on response regarding a community grant offered by the DA, if awarded, the grant would be used towards the beautification of San Ysidro.

- 6) New Business
 - A. Street Vendor Policies
 - i) ED Wells shared the changes done to street vending ordinance in San Diego. Street vendors will need permits to operate.
 - B. San Ysidro Clean Up
 - i) ED Wells shared that the Chamber will host their annual clean up on Saturday April 23,2022 after a two-year hiatus. He shares a list of possible partners and volunteers for the event.
 - ii) All volunteers will be allowed to participate. Veronica Medina from the SY School District will share the event information with students and schools.
 - C. Sydro Summer Music Fest
 - i) Board has approved planning for the 2022 Sydro music festival.

- 7) Old Business
 - A. Recovery Plan progress review
 - i) ED Wells give a brief update on the San Ysidro optimized, simplified, quantified, and beautified.
 - ii) Highway 101 project will be discussed in further board meetings to decide its continuation.
 - B. BEST San Diego/Tijuana outline review
 - i) ED Wells will share the final outline via mail and continue participation through email.

- 8) Monthly Financial Report
 - A. ED Wells gave a review of the monthly financials.

- 9) Board Comments
 - A. None

- 10) Meeting adjourned at 10:34 am

- 1) President Goudeau convened the meeting at 9:15 am

- 2) Roll Call:
 - A. Board Members: Jennifer Goudeau, San Ysidro SNS LLC; Alfredo Ripa, Border Station Parking; Francisco Bates, Border Transportation Council; Carlos Lacarra, SDPD Southern Division; Douglas Qasawadish, Primera Market and Gas; Enrique Valle, Border Xchange; Sunil Gakhreja, Sunny Perfumes; Olivia Campos, Carolin Shoes; Louis Escareño, UETA Duty Free; Kyong Song, Fashion Glow

Staff: ED Jason Wells, Juan Miguel Hornedo

- 3) President's Greeting and Report
 - i) President Goudeau comments on participation and turn out for the I Love A Clean San Ysidro clean up event.

- 4) Executive Director's Report
 - i) ED Wells mentions he will be meeting with Urban Corp alongside Alfredo Ripa to discuss potential partnership and projects.
 - A. Washington DC
 - a. ED Wells discusses his attendance in the 2022 Mission to Washington D.C. trip and the letter sent by the region alliance regarding border wait times. He spoke to the CBP commissioner regarding a list of better border suggestion and scheduling a potential visit to the SY LPOE.
 - B. Better Border Suggestions
 - a. ED Wells thanks all 30 participants who signed the list. Business owners, non-profit organizations, and elected officials, specifically Councilwoman Vivian Moreno and Supervisor Nora Vargas.
 - C. ULI Blue Panel
 - a. ED Wells mentions his participation in the Urban Land Institutes' panel focusing on the recovery, San Diego Build back better and opportunities at the border.
 - D. CM Moreno Events
 - a. ED Wells showcases pictures from the Monthly Breakfast with CM Vivian Moreno.
 - E. Chamber Events
 - a. ED Wells briefly discusses staff efforts during the I Love a Clean San Ysidro, showcasing pictures of graffiti removal along the Bodega's wall.

5) New Business

A. San Ysidro Veteran Memorial

- i) ED discusses his conversation with Jack Gechter from Friends of the San Ysidro Library to replace a Veteran Memorial for Veterans who lost their lives in action from San Ysidro. He proposes to host an event at the border on veterans' day or Memorial Day.

6) Old Business

A. 2022 Board Elections

i) 2nd Review of listing of available seats

- (1) ED Wells mentions all available seats up for re-election: Edgar Alaniz, Carlos Avalos, Juan Vargas, Francisco Bates, Carlos Diaz, Louis Escareño, Alfredo Ripa, Omar Trujillo and Enrique Valle.

ii) Appointment of Nomination Committee

- (1) Filex Sanchez, Carlos Lacarra, and Jennifer Goudeau are appointed for the Nomination Committee

iii) Review of election next steps

- (1) ED Wells lists all steps taken up to date and reviews the steps for the committee in the following meetings.

B. Sydro Summer Music Fest

- i) Board of Directors voted unanimously to postpone the 2022 Sydro Summer Fest until 2023 due to a concern on the lack of donations and funds.

7) Monthly Financial Report

- A. Report has been postponed to next month's meeting

8) Board Comments

- A. None

9) Meeting Adjourned: 10: 31 am