



San Ysidro Improvement Corporation  
**Monthly Board of Directors Meeting**  
Tuesday, August 23, 2022  
9:00 A.M.  
San Ysidro Community Service Center  
663 E San Ysidro Blvd

**AGENDA**

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
5. Minutes  
  - a. Approval of Annual Meeting Minutes VOTE
  - b. Approval of 7.26.2022 Board Meeting Minutes VOTE
6. Docket Items  
  - a. Grants Progress INFO
    - i. DA Beautification Grant
    - ii. CSC Renovations Grant
  - b. Committee Structures - assign Chairs INFO
    - i. Border Public Arts Sanchez/ Meza
    - ii. Education Collaborative Naygura
    - iii. Membership and Events
    - iv. Business Impact Committee
    - v. Border Transportation Council Bates
7. Financials INFO
  - a. FY2022 Actual
  - b. FY2023 Budget
8. Adjourn



SAN YSIDRO IMPROVEMENT CORPORATION

BOARD ANNUAL MEETING MINUTES

July 1, 2022

- 1) President Goudeau convened the meeting at 10:11 am  
Roll Call:
  - A. Board Members: Jennifer Goudeau, Barob Group; Alfredo Ripa, Border Station Parking; Francisco Bates, Border Transportation Council; Enrique Valle, Border Xchange; Sunil Gakhreja, Sunny Perfumes; Kyong Song, Fashion Glow; Filex Sanchez, Union Law Group; Carlos Negrete, Turismo Express; Olivia Campos, Caroline Shoes; Douglas Qasawadish, Primera Market and Gas
  - B. Guests: Latrell Crenshaw, City of San Diego Economic Development Department; Andrew Harvey, Office of Supervisor Nora Vargas; Hector Vanegas, SANDAG; Wendy, McDonalds; Patricia Alvarez, Energy Communications
  - C. Staff: ED Jason Wells, Juan Miguel Hornedo
- 2) Non-Agenda Public Comment
  - A. Latrell Crenshaw shared that the city BID budget were approved by City Council. Small Business Enhancement Program has been completely funded at 2 million dollars for fiscal year 23.
  - B. Andrew Harvey shared that the County Board of Supervisors passed a 7.3 Billion dollar budget.
- 3) President's Greeting and Report
  - A. President Goudeau shared that the Police Chief came down to San Ysidro to join board member and business owners in a walk along the community to discuss concerns, improvements amongst other things
- 4) Executive Director's Report
  - A. ED Wells shares an update regarding the county looking into Economic Development in communities like San Ysidro.
  - B. He shares that CBP will be starting a Pilot program for users where they can reserve a spot to cross the border.
- 5) Minutes
  - A. Approval of 5.31.2022 Board Meeting Minutes
    - i) Enrique Valle moved, seconded by Alfredo Ripa to approve June minutes. Motion passed unanimously
- 6) Monthly Financial Statements – Table for July Annual Financial Report
  - A. ED Wells will give a financial report at next month's meeting
- 7) **Monthly Board Meeting is Adjourned at 10:27. Annual Meeting is convened**

## 8) 2022 Board Elections

### A. Election Committee Report

- i) Attendance: Jennifer Goudeau, Carlos Lacarra, Filex Sanchez and Jason Wells
  - ii) 14 Ballots were submitted. Of there, 13 were valid and 1 was disqualified for arriving past the deadline.
  - iii) The following are the results in order from most to fewest votes of BID business Members. Top 7 candidates are submitted as the newly elected directors of the San Ysidro Improvement Corporation dba San Ysidro Chamber of Commerce
    - (1) Alfredo Ripa (Border Station Parking) 10 votes
    - (2) Enrique Valle (Border Xchange) 10 votes
    - (3) Carlos Avalos (T-Mobile) 10 votes
    - (4) Louis Escareño (UETA Duty Free) 10 votes
    - (5) Juan Vargas (Wells Fargo) 10 votes
    - (6) Carlos Díaz (Turismo Expres) 10 votes
    - (7) Mike Mattia (The UPS Store) 9 votes
  - iv) The following are the results in order from most to fewest votes of Premier Business Members. Top 2 candidates are submitted as the newly elected directors of the San Ysidro Improvement Corporation dba San Ysidro Chamber of Commerce
    - (1) Rudy Lopez (La Bodega) 8 votes
    - (2) Francisco Bates (Border Transportation Council) 7 votes
    - (3) Norma Ochoa (Fastsigns) 4 votes
    - (4) Normal Jester (Jelly Digital) 4 votes
- B. Board vote to ratify the Election Committee Report
- i) Alfredo Ripa moved, seconded by Filex Sanchez to ratify the committee report. Motion passed unanimously
- C. Delegates present vote to ratify Election Committee Report
- i) Alfredo Ripa moved, seconded by Carlos Negrete to ratify the committee report. Motion passed unanimously

## 9) Annual Meeting Items

### A. Year in Review Presentation

- i) Advocacy
  - (1) Advanced San Ysidro Parking District, CSG West Panel, Sponsored Gonzalez bill to bring back Pedicab industry to San Ysidro – Passed, Coordinated COVID vaccination site at Chamber, Partnered for Business COVID Testing, Launched San Ysidro Recovery Plan, Led in launching of CBP One App, San Ysidro Crossing Reservation Pilot, Participated in the Kim Center study of COVID impacts on vulnerable communities, Advocated Strongly for Local CBP Leadership Change, Better Border Suggestions
- ii) Boulevard Work
  - (1) Over 140 tons of trash picked up through SYIC's Landscape Maintenance and Litter Patrol! (20% Increase over past three years), 1.8 tons of trash picked up at Annual , I Love a Clean San Ysidro event, >400 Hours of Graffiti Removal

- iii) Small Business Assistance
  - (1) Retained Business Resource Paid Intern, increasing hours, Guidance through new minimum wage laws, 1,700 direct business wellness calls, Constant email communication on events, issues and opportunities, Advocated for reimplementation of Storefront Improvement Program, Accessity, REDF Impact Funding, SCEDC loan, County Grants, City Grants, \$2 MILLION Annual Loan Program for Small Businesses with CDC Small Business, Relaunched monthly breakfast meetings, ULI PPPC Blue Ribbon Panel, Catalyst San Diego Expert Panel and Community Visit
- iv) Community Outreach
  - (1) Hosted Master Corp job fairs, Women Exporting MX – Consulado Mexicano, Promoted Goodwill job fairs, \$5,000 in San Ysidro High School graduate scholarships, Graffiti, Homeless, Get It Done promotion throughout community, Hosted Town Hall for Supervisor Vargas, Promoted SDCCU Stuff the Bus event, A World Without Walls – Egypt, Tijuana Re-establish binational tourism, Expo Artisanal 2022, Dedication of Plaza Cecilia, Tijuana Beerfest 2022, Gala Con Causa – CRIT Tijuana, San Ysidro WWII Memorial Advocacy, Casa Familiar 5k Community Walk, US Navy Coronado Bridge Run
- v) Grants Achieved
  - (1) \$50,000 San Diego District Attorney Beautification/ Security Grant
  - (2) \$5,000 San Diego Business Assistance CPPS
  - (3) \$40,000 County (Nora Vargas) Business Assistance Grant
  - (4) \$100,000 County (Nora Vargas) Community Service Center Upgrade NPR Grant
  - (5) \$15,000 State COVID Business Assistance Grant
  - (6) \$10,000 Civic Communities Business Technical Assistance Partnership
- B. San Ysidro Recovery Plan
  - i) Optimized
    - (1) Chamber is still looking for funding for Pilot program + internet backbone program
    - (2) Parking District is in place and is expected for an early 2023 implementation
  - ii) Simplified
    - (1) Chamber app has been launched
    - (2) Mobility hub is in motion
    - (3) SY Health partnership is still offering vaccinations
  - iii) Quantified
    - (1) 20 Year Border traffic history has been compiled
    - (2) Border Wait time survey is in effect.
  - iv) Beautification
    - (1) Grant was awarded to start the Block2Block Facelift
    - (2) Chamber increased the street cleaning service

10) Meeting Adjourned at 11:12am

- 1) President Goudeau convened the meeting at 9:15 am  
Roll Call:
  - A. Board Members: Jennifer Goudeau, Barob Group; Alfredo Ripa, Border Station Parking; Francisco Bates, Border Transportation Council; Kyong Song, Fashion Glow; Olivia Campos, Caroline Shoes; Rudy Lopez, La Bodega; Louis Escareño, UETA Duty Free; Enrique Valle, Border Xchange; Filex Sanchez, Union Law Group
  - B. Guests: Michelle Muñoz, City of San Diego Economic Development Department; Alondra Alvarado, Office of Councilmember Vivian Moreno
  - C. Staff: ED Jason Wells, Juan Miguel Hornedo
  
- 2) Non-Agenda Public Comment
  - A. Alfredo shared issues with homeless encampments and fire hazards along the SY Blvd and Camino de la Plaza Bridge.
  - B. Board members shared their concern with the delayed/lack of response from CALTRANS.
  - C. Michelle Muñoz shared that the Economic Development Department responded to 102 business inquiries.
  - D. She also shared that
  
- 3) President's Report
  - A. Board Participation
    - i) Board members will push to get more board participation to be further involved in Chamber issues
  - B. Slate of Committees
    - i) President Goudeau proposed bringing back Chamber committees to address different issues for the Chamber.
  
- 4) Executive Director's Report
  - A. Harassment/ Inclusion Training for all board and staff
    - i) ED Wells shared that board and staff will undergo training and sign the required policies
  
- 5) Minutes
  - A. There were no minutes to approve
  
- 6) 2022 Election
  - A. Election of Officers
    - i) President  
(1) Alfredo Ripa nominates Jennifer Goudeau. Vote passed unanimously
    - ii) Vice President  
(1) Alfredo Ripa nominates Enrique Valle. Vote passed unanimously
    - iii) Secretary

(1) Louis Escareño nominates Filex Sanchez. Vote passed unanimously  
iv) Treasurer

(1) Jennifer Goudeau nominates Alfredo Ripa. Vote passed unanimously

7) Financials

i) Both reports will be presented at next board meeting

8) Meeting adjourned at 9:57 am