



**CENTRAL COMMERCIAL  
MAINTENANCE ASSESMENT DISTRICT (MAD)  
MEETING MINUTES**

**Tuesday, August 27, 2024 5:00PM to 6:00PM**  
[Meeting Recording](#)

**Call to Order and Introductions**

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Meeting was called to order at 5:03 PM.

**Attendance:**

**Community Members**

James Justus  
Erin Mcnamara  
Tony Pollard  
John Mireles  
Terrence Sullivan  
Arturo Perzabal  
William Burties  
Leonardo Ortiz

**City Staff**

Lizzie Rodriguez, Director of Community and Corporate Engagement Office of Councilmember Vivian Moreno  
Rhea Aguinaldo, Small Business Engagement Specialist, Economic Development Department  
Alex Southard, Interim Community Development Coordinator, Economic Development Department

**Non-Agenda Public Comment**

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment. *(Public comments are limited to 2 minutes per speaker.)*

- Ongoing issues with the empty warehouse and Walmart area.
- Business at Ferchaladas is doing well, several customers.

**1. June Meeting Minutes**

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- The community advisory group voted to unanimously approve the June meeting minutes.

**2. Community Updates**

William Burties, Economic Development Director, Logan Heights Community Development Corporation

- William Burties provided updates from LHDC.
- LHDC has two upcoming events: Job Fair on October 3<sup>rd</sup> and a Small Business resource Fair on October 17<sup>th</sup>.
- Cares program for rental/utility assistance is still available.
- Monthly community market every third Saturday of the month at the Gilliam space. With Walmart closed, it offers access to fresh produce.

**3. Council District 8 Report**

Lizzie Rodriguez, Council Representative, Office of Councilmember Vivian Moreno

- Lizzie Rodriguez provided updates from the Office of City Councilmember Moreno.
- Working to identify and contact the property owner of the warehouse.
- Contact Officer Hilton Williams ([HMWilliams@pd.sandiego.gov](mailto:HMWilliams@pd.sandiego.gov)) to report any issues.
- Several upcoming events including Bailando en el Barrio on September 21<sup>st</sup>.
- Officers may be understaffed for some time, response times may be delayed.
- Flashing crosswalk will be installed on Imperial and 29<sup>th</sup> Street.

#### **4. Urban Corps Report**

Arturo Perzabal, Director of Operations, Urban Corps of San Diego County

- Arturo Perzabal shared information regarding the improvements and activities provided.
- The following cleaning services took place: 1500 trash bags, 55 bulky items, 1200 sq ft of graffiti abatement, 6 trees trimmed, and weed abatement.
- There has been a drastic increase in bulky items.

#### **5. Economic Development Department Report**

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Alex Southard provided updates on the budget and services contract.
- The September meeting will include a presentation from SANDAG on the Imperial Avenue Bikeway Project.
- The City's Small Business Advisory Board has a vacancy. If you are interested in learning more, please visit - [www.sandiego.gov/economic-development/business/starting/advisory](http://www.sandiego.gov/economic-development/business/starting/advisory)
- Rhea Aguinaldo introduced herself, her role, and gave an overview of the MAD program.
- The group discussed the potential of having a nonprofit manage the MAD in the future.

#### **6. Adjournment**

Alex Southard, Interim Community Development Coordinator, Economic Development Department

- Meeting was adjourned at 5:53 PM.

\*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.** To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact Economic Development Department at least five (5) working days before the meeting at (619) 236-6700 to ensure availability.