



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

Tuesday, June 25, 2024 5:00PM to 6:00PM

[Meeting Recording](#)

Call to Order and Introductions

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting called to order at 5:02 PM.

Attendance:

Community Members

James Justus
John Mireles
William Burties
Arturo Perzabal
Chelsea Klaseus
Eric McNamara
Terrence Sullivan

City Staff

Lizzie Rodriguez, Council Representative, Office of Councilmember Vivian Moreno
Alex Southard, Small Business Engagement Specialist, Economic Development Department
Oliva Mabee, Community Engagement Specialist, Transportation
John Ide, Program Coordinator, Transportation

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.)*

1. February Meeting Minutes

Alex Southard, Small Business Engagement Specialist, Economic Development Department

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

2. Urban Forestry Program – Trees for Communities

Oliva Mabee, Community Engagement Specialist, Transportation

John Ide, Program Coordinator, Transportation

- Presentation on the Trees for Communities program- program meant to support areas disproportionately affected by pollution.
- Tree planting project includes three priority areas: West end of Promise Zone, East end of Promise Zone, and San Ysidro.
- Project scheduled to complete by December 2028.
- Tree watering-Year 1 once a week, Year 2 once every two weeks, and Year 3 once a month.
- Phase 1 began in April 2024 and 816 trees thus far.
- More information on their webpage: www.sandiego.gov/treesforcommunities.

3. Community Updates

Updates on community programs, services, and/or events.

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

- Several program taking place including a Cares program (rental/moving assistance), community market, monthly community meeting, small business meetings, and business workshops.
- Cal Coast Credit Union continues to provide financial wellness support within LHCDC.
- Taste of Imperial occurring August 2nd.

4. **Council District 8 Report**

Information provided from the Office of City Councilmember Moreno.

Lizzie Rodriguez, Council Representative, Office of Councilmember Vivian Moreno

- Katherine Johnson, Logan Heights Library Director, received a proclamation for her work in the community.
- Fire at the large warehouse was responded to quickly.
- 2nd annual Memorial Dog Park celebration on July 13th.
- LHCDC continues to support the mural project, painting will be occurring soon.

5. **Urban Corps Report**

Information regarding the improvements and activities provided.

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

Lizzie Rodriguez, Council Representative, Office of Councilmember Vivian Moreno

- May activities- 1,349 trash bags, 26 bulky items removed (7 were large furniture/ mattresses), 2,000 sq. ft. of graffiti removal, 3 trees trimmed, and about 10 blocks of weed abatement.
- Working with Environmental Services Department for areas concerning encampment abatement.

6. **EDD Report**

Updates on budget and services contract.

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Discussed the approved FY25 budget- estimated revenue to be \$291,413.00.
- Upcoming fiscal year will include 2 additional corps members.
- Sean Karafin was promoted to Interim Deputy Director for the department.

7. **Adjournment**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting was adjourned at 6:04 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.