



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

**Tuesday, February 25, 2025 5:00PM to 6:00PM**  
[Meeting Recording](#)

**Call to Order and Introductions**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

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

**Attendance:**

**Community Members**

Arturo Perzabal  
Eric Mcnamara  
Felix Lopez  
James Justus  
John Mireles  
Lizzie Rodriguez  
Terrence Sullivan  
Tony Pollard  
William Burties

**City Staff**

David Huerta, Community Representative, Office of Councilmember Vivian Moreno  
Yanet Lopez Cardenas, Community Representative, Office of Councilmember Vivian Moreno  
Alex Southard, Small Business Engagement Specialist, Economic Development Department  
Rhea Aguinaldo, Small Business Engagement Specialist, Economic Development Department  
Viridiana Quintana, Small Business Support Specialist, Economic Development Department  
Daniel Hamilton, AmeriCorps VISTA Leader, 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.)*

- Comment made regarding the well-done Black History Month banners along Imperial Avenue.

**1. January Meeting Minutes**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

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

**2. Community Updates**

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

- William Burties provided updates on community programs, services, and/or events.
- Upcoming events include the monthly community market on March 15<sup>th</sup>, and a small business resource fair on March 20<sup>th</sup>.

**3. Council District 8 Report**

David Huerta, Community Representative, Office of Councilmember Vivian Moreno

- David Huerta provided information from the Office of City Councilmember Moreno.
- Yanet Lopez is a new Community Representative for District 8.
- Upcoming events include a Town hall scheduled for February 26<sup>th</sup> at the Logan Heights Library from 5:30-6:30 and two dumpsters drop offs on March 15<sup>th</sup> in Barrio Logan and Logan Heights. Contact David for more information.
- Drainage project coming soon in the Southcrest community, more information to come.

**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: 1314 trash bags, 15 bulky items, 1200 sq ft of graffiti abatement, 9 blocks of weed abatement, and 11 tree trimming services.
- Recently cleared a large trash issue along Imperial Avenue.

## 5. Economic Development Department Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard provided updates on the budget and services contract.
- EDD anticipates having a services agreement with Logan Heights CDC starting FY2026. The scope is still to be determined but will largely focus on outreach and engagement.
- EDD presented three options regarding the annual assessment adjustment rate:
  - A: No increase and no fund balance allocation – insufficient funds to cover the district engagement contract and maintain current level of service to cover 4 corps members.
  - B: 5% increase (about \$14,500 in additional assessments generated) and no fund balance allocation – insufficient funds to cover the district engagement contract and maintain current level of service to cover 4 corps members.
  - C: 5% increase (about \$14,500 in additional assessments generated) and \$56,000 fund balance allocation – funds could cover the district engagement contract and 3 corps members.
- All members present voted to increase the assessment rate to 5% and pursue option C.
- The City of San Diego is facing a significant budget deficit in the upcoming fiscal year, the Mayor has begun to make changes. Changes recently announced include- Mayor assuming the role and responsibilities of city manager; consolidation of various offices/departments; and additional reductions of unclassified management positions.
  - The Department of Cultural Affairs will transfer into a division of the Economic Development Department.

## 6. Adjournment

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting was adjourned at 6:05 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.