



**SAN YSIDRO BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
TO THE CITY OF SAN DIEGO'S SMALL BUSINESS ADVISORY BOARD**

UPDATES MEETING MINUTES

Wednesday, March 12, 2025 9:00AM to 10:30AM
Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173

Advisory Committee Members to Date: Carol Kang, Donna Deberry, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.

Call to Order and Introductions

Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners

- Meeting was called to order at 9:05 AM.

Attendance

Advisory Committee Members: Carol Kang, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, and Vicky Sharma.

City Staff:

Lyndsay Winkley, Community Liaison Manager, San Diego Police Department
Carlos Lacarra, Community Relations Officer, San Diego Police Department
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
Elizabeth Studebaker, Assistant Deputy Director Economic Development Department
Alex Southard, Small Business Engagement Specialist, Economic Development Department
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Members of the Public:

Alejandro Lopez	Gustavo Bidart
Alicia Jimenez	Israel Barron
Andres Ripa	Jacqueline Schliapnik-Garcia
Antonio Palafox	Javier Ackerman
Christian Sahagun	Jerome Baldwin
Eli Cappelen	Sandra Compton
Erica Reyna	Vivian Valenzuela
Francisco Bates	Willie Armas

Non-Agenda Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. The Chair will call on those who wish to give public comment. (*Public comments are limited to 2 minutes per speaker.*)

- Miguel Aguirre requested his SANDAG presentation comment be reflected in the February meeting minutes.

1. Conversation with Community Liaison Manager, Lyndsay Winkley

Conversation with San Diego Police Department's Community Liaison Manager.

Lyndsay Winkley, Community Liaison Manager, San Diego Police Department

- Lyndsay Winkley, Community Liaison Manager with the San Diego Police Department, spoke with the group about recent changes within the department.
- Chief Scott Wahl has focused on reorganizing the department and implementing 2 major changes - created a new division "Community and Youth Services Division" and a few civilian positions such as the Community Liaison Manager role.
- The Chief continues to build community trust in different ways including finding opportunities for taking actions together. Plans to reinstate community advisory boards.
- In addition to the Community and Youth Services Division, Community Relations Officers

(CROs) and Community Advisory Liaisons (CALs) can help bridge the relationship between the public and the Police Department.

- CROs are geographically bound such as Northern Division or Southern Division.
- CALs work with a particular community group.
- Community-specific issues were raised including wildcatting.
- Officer Lacarra gave an overview of SDPD's jurisdictions and responsibilities. The Southern Division does not have specialized units.
- SDPD is very short staffed but continuing to prioritize efficiency and relationship building.

2. **February Meeting Minutes**

Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners

- With a motion by Jose Alfredo Ripa and a second by Vicky Sharma, the Advisory Committee voted to approve the February 12, 2025 minutes with the modification that includes Miguel Aguirre's SANDAG presentation comment.
 - Yes: Carol Kang, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: Donna Deberry and Sunny Lee.

3. **Community Relations Officer Report**

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Carlos Lacarra shared his report during Lyndsay Winkley's updates.

4. **Council District 8 Report**

Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno

- Giancarlo Lopez-Duran shared a report with several district updates.
- Upcoming events/programs include an IBA budget crash course webinar, Tijuana River Valley air purifier program, City Clerk passport services in San Ysidro, Play Golf program, traffic service requests updates, and opportunities to engage in City Council meetings.
- Giancarlo Lopez-Duran can be contacted for more information.

5. **Management Support & Working Meeting Update**

Updates provided from Civic Community Partners.

Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners

- Gustavo Bidart shared information regarding upcoming activities and updates from the Advisory Committee Working Meeting.
- Javier Ackerman explained upcoming outreach efforts specifically highlighting the Storefront Improvement Program. It's important to apply before beginning the project.
- The group heard from Kevin Davis with Procopio at the February Working Meeting. A San Diego Volunteer Lawyer Program representative was unable to attend the February Working Meeting, the group was still interested in having an intake form submitted.
- Gustavo Bidart shared a list of required documentation needed for formation including a proposed board of directors list, mission statement, and more. The group can begin drafting documentation at the March's Working Meeting.

6. **Small Business Advisory Board Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard provided an update from the SBAB as it relates to the San Ysidro BID Advisory Board.
- At the February meeting, the SBAB heard a presentation from the Purchasing & Contracting Department and the Engineering & Capital Projects Department. The board requested these presentations due to the University Avenue construction project impact on businesses.
- The next SBAB meeting is March 25th and will be joined by Council President LaCava.

7. **Economic Development Department Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- A reminder, there are currently 9 Advisory Committee Members that have the ability to take action/vote on items.
- The FY26 BID Budget process will be very similar as the prior year with SBAB as the advisory board.
- The City of San Diego is facing a significant budget deficit in the upcoming fiscal year, the Mayor has begun to make changes. The Department of Cultural Affairs will transfer into a

division of the Economic Development Department.

8. **Adjournment**

Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners

- Meeting was adjourned at 10:20 AM.

*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.