



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

UPDATES MEETING MINUTES

Wednesday, April 9, 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

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

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

Attendance

Advisory Committee Members: Carol Kang, Donna Deberry, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, and Sunny Lee.

City Staff:

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:

Alicia Jimenez	Jacqueline Schliapnik-Garcia
Andres Ripa	Javier Ackerman
Cristian Fuentes	Javier Mejia
Christian Sahagun	Jerome Baldwin
Crystal Niebla	Kevin Davis
Gustavo Bidart	Rigoberto Moreno
Israel Barron	Wendy Mesina

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.*)

- Donna Deberry will retire in June of 2025.

1. Introduction from Kevin Davis

Kevin Davis, Partner, Procopio

- Kevin Davis, Partner with Procopio, introduced himself, his professional experience, and gave an overview of Procopio's legal services.
- Kevin's primary interest and focus is working with nonprofit and public agencies groups.
- Procopio requires a legal agreement for all clients, Civic Community Partners will be listed as the client for the interim.
- Kevin requesting having two contacts. The group decided Gustavo Bidart and Marni Levy Wilton will be the contact leads.
- The group needs to identify their entity formation structure and board membership.

2. March Meeting Minutes

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- With a motion by Miguel Aguirre and a second by Marni Levy Wilton, the Advisory Committee

voted to approve the March 12, 2025 minutes.

- Yes: Carol Kang, Donna Deberry, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, and Sunny Lee.
- Abstain: Jose Sahagun.
- Absent: None.

3. Community Relations Officer Report

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra provided an update from SDPD as it relates to the San Ysidro community.
- CHP recently conducted a 2-day operation in Las Americas Outlets where 80 arrests took place.
- Feedback was shared regarding wildcatting concerns needing SDPD's attention.
- Concerns were raised regarding cannabis issues; Officer Lacarra explained it is illegal to smoke marijuana in public.

4. Council District 8 Report

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

- Giancarlo Lopez-Duran provided an update from the Office of City Councilmember Moreno.
- SANDAG is planning a rapid bus route and seeking the community's input. A survey is available on their website.
- The air purifier program is still available for those impacted by the Tijuana River Valley sewage.
- Facility improvements recently took place at The Colonel Irving Salomon San Ysidro Community Activity Center.
- California offers a low-cost automobile insurance program for low-income individuals.
- Giancarlo can be contacted for more information.

5. Management Support & Working Meeting Update

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.
- Gustavo offered forming a committee to plan the community development bus tour. The tour will include guests who are investors, developers, bankers, realtors, among others.
- The Urban Land Institute Technical Assistance Panel is an opportunity for the group to consider. The study focuses on placemaking, housing, academia, and more.
 - A study took place in San Ysidro in 2018.
 - The program cost is approximately \$20,000-\$25,000.
- Javier Ackerman will conduct a business walk on April 16th visiting businesses along San Ysidro Blvd.
- An online workshop is scheduled for May 21st at 10am to explain the City's Storefront Improvement Program and access to capital options.

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 March meeting, the board was joined by Council President Joe LaCava. He shared his priorities around small business efforts.
 - Topics of conversations included the impact of construction projects on small businesses and challenges businesses face with commercial rent leases.
- The FY2026 San Ysidro BID Budget was presented to the board.

7. Economic Development Department Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- The FY2026 San Ysidro BID Budget was presented to the group. The budget allocates \$58,078 in carry forward and \$141,922 in assessments.
 - SBAB will continue to serve as the advisory board.
 - If needed, there are opportunities for budget adjustments throughout the year.
- FY2026 BID Budgets will be presented at Council on April 14th.
- There are currently two services agreements:
 - Hearts & Hands Working Together for \$103,095 and has spent \$49,384.06 as of February. The contract covers 3 workers for approximately 4 days per week.

- Civic Community Partners for \$40,000 from non-assessment funds focused on outreach and engagement.
- The City of San Diego's FY2026 proposed budget will be released online by the Mayor on April 15th. It will be uploaded on the City website- <https://www.sandiego.gov/finance/draft>

8. **Adjournment**

Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was adjourned at 10:32 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.