



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

UPDATES MEETING AGENDA

Wednesday, May 14, 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, Jilette Yousif, 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

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.*)

1. **April Meeting Minutes**
Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee
2. **Community Relations Officer Report**
Information provided from the San Diego Police Department.
Carlos Lacarra, Community Relations Officer, San Diego Police Department
3. **Council District 8 Report**
Information provided from the Office of City Councilmember Moreno.
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
4. **Management Support & Working Meeting Update**
Updates provided from Civic Community Partners.
Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
5. **Small Business Advisory Board Report**
Updates provided from the San Ysidro BID Advisory Board.
Alex Southard, Small Business Engagement Specialist, Economic Development Department
6. **Economic Development Department Report**
Updates on budget and services contracts.
Alex Southard, Small Business Engagement Specialist, Economic Development Department
7. **Adjournment**
Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee

*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.



**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

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- 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.

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San Ysidro BID Advisory Committee – Formation Ideas/Recommendations

ORGANIZATION'S NAME

- a) San Ysidro Community and Economic Development Corporation (SYCEDC)
- b) San Ysidro Business and Economic Development Corporation (SYBEDC)

MISSION STATEMENT

- a) To build a more resilient and prosperous community by creating access to new economic opportunities, supporting local businesses, and fostering partnerships that promote sustainable development.
- b) To build a thriving community by attracting and supporting local businesses, creating economic development opportunities, aligning investment and resources for the benefit of all.
- c) To drive sustainable and equitable economic growth in San Ysidro by attracting new businesses, supporting existing ones, and enhancing the quality of life for all residents.
- d) Our Mission is to raise high-level awareness of the emblematic partnership opportunities our neighboring countries can possess in San Ysidro as a Nexus District between two great Sister Cities, San Diego-Tijuana. We seek public support, investment and visionary anchors and sponsors to unlock an unheralded union that unleashes the great potential of our youth and workforce who traverse, live and work in and near San Ysidro. How big is your world dream?
- e) To continually develop, build upon and implement economic strategies that will enhance the entire community for its businesses, residents, and visitors.
- f) Promote the economic and social development of San Ysidro by strengthening small businesses, offering resources, training, and support networks for local entrepreneurs.
- g) Create opportunities for local entrepreneurs, especially from vulnerable communities, promoting inclusion, sustainability, and economic resilience in San Ysidro.
- h) Provide accessible business education and collaborative spaces for small businesses in San Ysidro, boosting their competitiveness and market connection.

VISION STATEMENT

- a) East San Ysidro Boulevard/Historic Route 101 will become a Grand Bi-National Creative Industries Hub celebrating the United States and Mexico as the most strategic trade partners in the world. Our vision aims high to attract representative socioeconomic agenda and economic program that inspires innovation, creativity, and a new binational model for the world to behold.
- b) To be a vibrant and thriving community where its businesses, residents and visitors all benefit from the advocacy and initiatives championed by the SYBEDC, a community that leans into and takes advantage of its cross-border culture and serve as a destination for people to want to come work, live and play.
- c) Our vision is to build a stronger, more connected San Ysidro— Where both existing and vibrant new businesses grow and succeed, new and improved housing welcomes more families creating a place full of opportunity, culture, and pride.
- d) To transform San Ysidro into a modern, connected, and vibrant border community—where public transportation is efficient and accessible, housing is thoughtfully developed to welcome growth, and a thriving business environment empowers both emerging entrepreneurs and long-standing local enterprises. We envision a community that honors its cultural heritage while building a future full of opportunity, innovation, and inclusive prosperity.
- e) To be a prosperous and united business community in San Ysidro, where small businesses are engines of economic and social development.

- f) Become a model of resilience and sustainability for border communities, demonstrating how small businesses can transform their environment.
- g) Establish a local innovation and leadership center in San Ysidro, recognized for its positive impact on the economic and social development of the region.

ORGANIZATIONAL STRUCTURE

- a) 9-15 board members with 9 being assessment payers and remaining seats for community stakeholders.
- b) Tentative officers identified include a chair, vice chair, secretary, and treasurer.

CONFIRMATION OF ONLY FORMING A 501(C)(3)

Additional Feedback:

- I think it's great that it's only a 501(c)(3) organization and not a 501c6.
- I think it's important that the name includes the word "International" because we're on the border with Tijuana, and what happens on this side usually has a lot to do with Tijuana. As neighbors, I think the word "International" should be included.
- I hope to move forward with the project soon and not spend too much time evaluating what this organization will be.
- Create an action plan – services offered. For example:
 - Business workshops (marketing, finance, technology)
 - Networking events
 - Support with licensing or legal requirements
 - Connections to financial aid programs
 - Communication and promotion
 - Create social media, website, and promotional materials
 - Organize community events to attract members and allies
 - Seek funding
 - Apply for grants (funds for nonprofits) and small businesses
 - Host/fundraise with community events
 - Collaborate with other organizations and local governments, banks, SBDCs, etc.



5/6/25 9:32:30 AM



5/6/25 10:15:10 AM



5/6/25 10:10:34 AM



5/6/25 9:28:43 AM



5/6/25 9:26:53 AM



5/6/25 10:07:05 AM



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