



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

WORKING MEETING MINUTES

Wednesday, March 26, 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

Donna Deberry, Alternate Co-Chair, San Ysidro Business Improvement District Advisory Committee

- Meeting was called to order at 9:11 AM.

Attendance

Advisory Committee Members: Donna Deberry, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, and Silvana Alaniz.

City Staff:

Alex Southard, Small Business Engagement Specialist, Economic Development Department

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Members of the Public:

Alejandro Lopez
Alicia Jimenez
Andres Ripa
Antonio Palafox
Carlos Mejia
Cristian Fuentes
Crystal Niebla

Elias Cappelen
Erica Reyna
Francisco Bates
Giancarlo Lopez
Gustavo Bidart
Israel Barron
Jacqueline Schliapnik-Garcia

Jerome Baldwin
Javier Ackerman
Jennifer Goudeau
Sandra Compton
Vivian Valenzuela
Yessenia Gonzalez

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.*)

- Francisco Bates shared New City America as a potential organization to consider for administrative support. The group discussed requesting a proposal from New City America.

1. February Meeting Minutes

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

- With a motion from Miguel Aguirre and a second from Marni Levy Wilton the group voted to approve the February 26, 2025 meeting minutes.
 - Yes: Donna Deberry, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, and Silvana Alaniz.
 - Abstain: None.
 - Absent: Carol Kang, Jose Sahagun, Sunny Lee, and Vicky Sharma.

2. Nonprofit Documentation Discussion

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

- Gustavo Bidart presented on key nonprofit documentation including the creation of a mission statement, board positions, and outlining other organizational details.
- An overview was shared of activities to date including a presentation from Procopio and the

- process with the San Diego Volunteer Lawyer Program.
 - Information was shared regarding the difference between a Community Development Corporation and an Economic Development Corporation.
 - The mission and vision of an organization is also important to consider when deciding on a potential entity name.
 - A discussion was held regarding the budget and future expenses to consider.
 - The group identified key priorities such as safety, tourism, beautification, business education, placemaking, and more.
 - With a motion by Jose Alfredo Ripa and a second from Miguel Aguirre, the Advisory Committee voted to select Procopio as the legal counsel for nonprofit formation.
 - Yes: Donna Deberry, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, and Silvana Alaniz.
 - Abstain: None.
 - Absent: Carol Kang, Jose Sahagun, Sunny Lee, and Vicky Sharma.
 - With a motion by Miguel Aguirre and a second from Jose Alfredo Ripa, the Advisory Committee voted to select Gustavo Bidart via Civic Community Partners as the interim contact for contracting purposes with Procopio.
 - Yes: Donna Deberry, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, and Silvana Alaniz.
 - Abstain: None.
 - Absent: Carol Kang, Jose Sahagun, Sunny Lee, and Vicky Sharma.
3. **Future BID Management Discussion**
 Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
- The continued discussion regarding the future BID management of the San Ysidro BID took place during the nonprofit documentation discussion.
4. **Adjournment**
 Donna Deberry, Alternate Co-Chair, San Ysidro Business Improvement District Advisory Committee
- Meeting was adjourned at 10:25 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.