



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

Tuesday, March 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

Emily

Felix Lopez

James Justus

John Mireles

Leonardo Ortiz

Lizzie Rodriguez

Marc

Tony Pollard

William Burties

City Staff

Yanet Lopez Cardenas, Community Representative, Office of Councilmember Vivian Moreno

Rhea Aguinaldo, Small Business Engagement Specialist, Economic Development

Department

Alex Southard, 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.)*

- James Justus shared SDPD's Central Division held a 25th Anniversary celebration this past weekend. Many community members and City officials attended.
- Felix Lopez shared that the Imperial Ave. Bikeway project has officially begun in the neighborhood.

1. February Meeting Minutes

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- The community advisory group voted to unanimously approve the February 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 a resume writing workshop on April 1st and a job fair on May 1st.
- Leonardo Ortiz shared about a Spring LEEP program, working with Environmental Innovations to assist businesses with SDGE utility bills, and there is funding available for marketing support to business owners who need materials.

3. Council District 8 Report

Yanet Lopez Cardenas, Community Representative, Office of Councilmember Vivian Moreno

- Yanet Lopez Cardenas provided information from the Office of City Councilmember Moreno.
- The preliminary City budget will be available on April 15th.
- Residential trash fees are still being discussed. There are several open house events.

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: 1220 trash bags, 28 bulky items, 957 sq ft of graffiti

- abatement, 9 blocks of weed abatement, and 7 tree trimming services.
 - Extra crew members were sent for graffiti abatement support.
- 5. Economic Development Department Report**
Alex Southard, Small Business Engagement Specialist, Economic Development Department
- Alex Southard provided updates on the budget and services contract.
 - A draft scope of work was shared regarding LHCD's services agreement. EDD staff will continue to stay involved.
 - Discussions were held regarding the future of the district and opportunities that may exist through an expansion of the boundaries.
 - There will be no meeting in April. EDD will host a meeting before the end of the year, likely May or June.
- 6. Adjournment**
Alex Southard, Small Business Engagement Specialist, Economic Development Department
- Meeting was adjourned at 6:06 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.