



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

UPDATES MEETING MINUTES

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, Jilette Yousif, 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 9:06 AM.

Attendance

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

City Staff:

Alex Southard, Small Business Engagement Specialist, Economic Development Department

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Members of the Public:

Abraham Jacobo
Aldo Jacobo
Alicia Jimenez
Antonio Palafox
Carlos Javier Mejia
Chris Hernandez
Cris Adame
Crystal Niebla
Erica Reyna

Exal Abudi
Francisco Bates
Fred Sobke
Fred Sobke Jr.
Israel Barron
Jacqueline Schliapnik-Garcia
Javier Ackerman
Jose Samperio
Leslie Luna

Marco Relo
Norman Jester
Richard Gomez
Roxane Palestino
Sandra Compton
Shoshana Levy
Vasni Vasquez
Willie Armas
Zach Hernandez

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.*)

- Gina Escamilla recently passed away. She contributed greatly to the San Ysidro community.
 - Miguel Aguirre shared a memorial will take place on May 24th.
 - Several community members shared their memories of Gina.
- Jose Alfredo Ripa shared a document outlining public safety and trash concerns.
- Willie Armas shared that Friends of San Ysidro is working on a signage project at the previous San Ysidro library.

1. April Meeting Minutes

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

- With a motion by Jose Alfredo Ripa and a second by Marni Levy Wilton, the Advisory Committee voted to approve the April 9, 2025 minutes.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Donna Deberry and Jose Sahagun.

2. Community Relations Officer Report

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra was not in attendance.

3. Council District 8 Report

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

- Giancarlo Lopez-Duran was not in attendance.

4. 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.
- Activities include outreach in the community and a virtual workshop scheduled for May 21st regarding the Storefront Improvement Program.
- The engagement agreement with Procopio has been signed.
- Additional funds have been raised. Western Alliance Bank and Civic are contributing.
- Civic will share a financial statement at the next meeting.
- At the April Working Meeting, there were discussions around the organizational name, mission statement, vision statement, structure, and entity type.
- The group continued discussion and took action on the following items:
 - With a motion by Jose Alfredo Ripa and a second by Jilette Yousif, the Advisory Committee voted on the organization's name- San Ysidro Community and Economic Development Corporation (SYCEDC).
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Donna Deberry and Jose Sahagun.
 - With a motion by Marni Levy Wilton and a second by Vicky Sharma, the Advisory Committee voted on the mission statement- 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 for the binational community of San Ysidro, its residents, and visitors.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Donna Deberry and Jose Sahagun.
 - With a motion by Miguel Aguirre and a second by Jilette Yousif, the Advisory Committee voted on the vision statement- To be a vibrant and thriving community where its businesses, residents and visitors all benefit from the advocacy and initiatives championed by the San Ysidro Community and Economic Development Corporation; that leans into and takes advantage of its cross-border culture; that serves as a destination for people to come work, live and play; and creates a new binational model for the world to behold.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Donna Deberry and Jose Sahagun.
 - With a motion by Jose Alfredo Ripa and a second by Miguel Aguirre, the Advisory Committee voted on the organizational structure- 9-15 board members with a minimum of 9 being assessment payers and remaining seats for community stakeholders as well as the Executive Officers identified to include a Chair, Vice Chair, Secretary, and Treasurer.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Donna Deberry and Jose Sahagun.
 - With a motion by Marni Levy Wilton and a second by Miguel Aguirre, the Advisory Committee voted on only forming a 501(c)(3).
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Donna Deberry and Jose Sahagun.
- Kevin will begin drafting the bylaws and articles of incorporation to share at the next Working Meeting. He will also begin the 501(c)(3) application.
- Topics were shared for future meeting discussions including the Tijuana River Valley sewage

issue and an update from Cal Trans.

- Civic continuing coordinating for the community development bus tour. Gustavo is working with various stakeholders and looking for additional interested individuals.

5. Small Business Advisory Board Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard provided updates from the SBAB as it relates to the San Ysidro BID Advisory Board.
- A new board member joined. Michael Sovacool is the District Director for the Small Business Administration, San Diego District Office.
- Donna Deberry will be retiring soon, and a new seat will open. This group will be notified.
- The April meeting included presentations from Christine Jones with the City's Cultural Affairs Division regarding the Creative City Cultural Plan and Angela Colton with the City's Risk Management Department regarding the City's Claims Process.
- SBAB voted to approve Jilette Yousef onto the San Ysidro BID Advisory Committee.
- SBAB voted to draft an advising letter regarding their budget priorities including the Small Business Enhancement Program.
 - Sunny Lee gave an update on the BID Alliance's budget advocacy.

6. Economic Development Department Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- EDD worked with the Environmental Services Department and Urban Corps of San Diego County to conduct a one-time litter clean up along Camino de la Plaza in early May.
 - The best way to report ongoing issues such as graffiti is through the Get It Done app- www.sandiego.gov/get-it-done.
- The FY2026 BID budgets were approved at the Noticed Public Hearing on May 12th.
- The FY2026 preliminary budget was released on April 15th and the "May Revise" on May 14th. Budgets can be found online at the City's website- www.sandiego.gov/finance/draft.
 - City Council proposed budget changes announced May 21st.
 - Final budget determination on June 10th.

7. 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.