



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

**UPDATES MEETING MINUTES**

**Wednesday, June 11, 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, Norman Jester, 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 9:07 AM.

**Attendance**

**Advisory Committee Members:** Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, and Sunny Lee.

**City Staff:**

Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno  
Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department  
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

**Members of the Public:**

Alicia Jimenez	Cristian Sahagun	Kevin Davis
Alvaro Alvarez	Francisco Bates	Leslie Luna
Brian Marty	Fred A Sobke Jr.	Omar Araiza
Carlos Javier Mejia	Gustavo Bidart	Raul Herrera
Charles Simons	Irma Jauregui	Sabas Roadhu
Consuelo Delgadillo	Israel Barron	Willie Armas
Cris Adame	Javier Ackerman	

**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.*)

- Willie Armas shared that Friends of San Ysidro WWII Memorial was approved by the Parks & Recreation Department. It will be in front of the old San Ysidro library.
- Miguel Aguirre shared concerns regarding public safety issues at the Pedestrian Port of Entry. Other members of the group also agreed.

**1. May Meeting Minutes**

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

- With a motion by Marni Levy Wilton and a second by Norman Jester, the Advisory Committee voted to approve the May 14, 2025 minutes with the correction made to Norman Jester's name.
  - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, and Sunny Lee.
  - Abstain: None.
  - Absent: Silvana Alaniz and Vicky Sharma.

**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 provided an update from the Office of City Councilmember Moreno.
- Giancarlo shared several updates relevant to this community.
  - There were three stages to the recently passed trash fee.
  - The expansion of the South Bay International Wastewater Treatment Plant will be accelerated from 25 to 35 million gallons per day.
  - MTS received an RFP for affordable housing near the Beyer Blvd. Transit Village.
  - The Cesar Chavez Community Center will have a microgrid system at the parking lot.
  - The Prebys Foundation is offering the San Diego Resilient Response Fund, up to \$30,000, to nonprofits facing current challenges.
  - Alliance San Diego and other organizations provide Know Your Rights information.
  - A community clean up and dumpster drop off is taking place June 28<sup>th</sup> at Willow Road.

### 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.
- Civic present a profit & loss statement to outline how funds have been collected and expensed.
  - Civic has expensed \$27,177 of the City agreement thus far.
  - Revenue includes a \$15,000 grant based on donations from external funders.
  - Civic was awarded El Camino Fund from San Diego Foundation to provide additional technical assistance to businesses.
- Civic continuing coordinating for the community development bus tour. Gustavo is working with various stakeholders including the Downtown San Diego Partnership.
- At the May Working Meeting, the group began reviewing the Bylaws and Articles of Incorporation for the new entity.
- Discussion followed regarding the formation documents.
  - With a motion by Miguel Aguirre and a second by Norman Jester, the Advisory Committee voted to approve the Articles of Incorporation.
    - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, and Sunny Lee.
    - Abstain: None.
    - Absent: Silvana Alaniz and Vicky Sharma.
  - The group had no corrections to the Appointment of Initial Board of Directors document.
  - The group continued the review of the draft Bylaws.
    - Feedback was shared regarding associate members, quorum, committees, ad hoc committees, and board members removal process.

### 5. Small Business Advisory Board Report

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

- Sunny Lee provided updates from the SBAB as it relates to the San Ysidro BID Advisory Board.
- The May meeting included a conversation with Councilmember Henry L. Foster III.
- SBAB voted to approve Norman Jester onto the San Ysidro BID Advisory Committee. The board also discussed the current review process and decided to limit the number of members in the Advisory Committee.
- There is currently 1 vacancy on the board, and with Donna Deberry's departure, there will be 2 vacancies soon.

### 6. Economic Development Department Report

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

- Viridiana Quintana shared information regarding upcoming activities.
- EDD is preparing to close out FY2025 and will work closely with Civic and Hearts & Hands to begin the FY2026 fiscal process.
- The final City budget was approved yesterday, June 10<sup>th</sup>.
- On June 2<sup>nd</sup> the City Council approved new parking regulations. Key updates to meter parking include the use of "dynamic pricing" during high-demand times as well as charges on Sundays. An implementation date has not yet been identified.
- People and businesses are encouraged to visit the Department of Finance's website to see if they have unclaimed monies such as refunds or vendor payments. The deadline to submit claims is June 16, 2025. [www.sandiego.gov/finance/unclaimed](http://www.sandiego.gov/finance/unclaimed)

7. **Adjournment**

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

- Meeting was adjourned at 10:27 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.