



Joint Meeting

**San Ysidro Business Improvement District Advisory Committee - Small Business Advisory Board
San Ysidro Community and Economic Development Corporation Board of Directors**

UPDATES MEETING AGENDA

Wednesday, August 27, 2025 9:00AM to 10:30AM

Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173

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

San Ysidro Community and Economic Development Corporation Board of Directors: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, 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. July Meeting Minutes – Advisory Committee Item

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

2. Community Relations Officer Report – Joint Item

Information provided from the San Diego Police Department.

Carlos Lacarra, Community Relations Officer, San Diego Police Department

3. Council District 8 Report – Joint Item

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 – SYCEDC Item

Updates provided from Civic Community Partners.

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

- ACTION: Vote for the interim executive officer positions.
- ACTION: Nominations will formally be accepted for Board of Direction positions for the November election.

5. Small Business Advisory Board Report – Joint Item

Updates provided from the San Ysidro BID Advisory Board.

Alex Southard, Small Business Engagement Specialist, Economic Development Department

6. Economic Development Department Report – Joint Item

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 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.



Joint Meeting

**San Ysidro Business Improvement District Advisory Committee - Small Business Advisory Board
San Ysidro Community and Economic Development Corporation Board of Directors**

UPDATES MEETING MINUTES

Wednesday, July 9, 2025 9:00AM to 10:30AM

Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173

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

San Ysidro Community and Economic Development Corporation Board of Directors: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, 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, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, and Sunny Lee.

SYCEDC Board of Directors: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, and Silvana Alaniz.

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
Andres Ripa
Antonio Palafox
Brian Maty
Carlos Javier Mejia
Carlos Negrete
Charles Simon

De'Lanna Reinhart
Elizabeth Rodriguez
Erica Reyna
Francisco Bates
Fred Sobke Jr.
Irma Jauregui
Javier Ackerman

Kevin Davis
Marcia Perez
Nicholas Buenviaje
Ramon Rodriguez
Roxane Palestino
Sandra Compton

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.)*

- Marcia Perez shared the opportunity to attend the San Ysidro Planning Group meeting today.
- Erica Reyna shared about the San Ysidro Community Collaborative scheduled for the last Thursday of every month at 9:30am.

1. June Meeting Minutes

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

- With a motion by Marni Levy Wilton and a second by Jose Alfredo Ripa, the Advisory Committee voted to approve the June 11, 2025 minutes.

- Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, and Sunny Lee.
- Abstain: None.
- Absent: Vicky Sharma.

2. **California Department of Transportation Presentation**

Nicholas Buenviaje, Government & Community Affairs Manager, Cal Trans

- Nicholas Buenviaje, Government & Community Affairs Manager with Cal Trans for District 11-San Diego & Imperial Counties, gave a presentation on their organization's work.
- Information was shared regarding the types of projects under their purview related to transportation/highways.
- There are several challenges including encampments on CalTrans property. A detailed explanation was given regarding the reporting process and how addressing these types of challenges requires support from various agencies.
- There has been dedicated funding to help with addressing challenges with encampments. Funding has also supported community projects and improvements.
- Contact information to report issues such as graffiti, littering, encampments, etc. to Caltrans:
 - www.csr.dot.ca.gov- use the [CT Service App](#)
 - Email CT.Public.Information.D11@dot.ca.gov
 - Call (619)688-6670 during normal business hours
- Questions were asked and conversations followed.
 - Various attendees highlighted specific areas with challenges.
 - Maintenance crews conduct reviews regularly.
 - Emphasis on encouraging people to report issues to both the City and CalTrans.

3. **Community Relations Officer Report**

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra did not have an update.

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.
 - The City's trash fee recently passed. A trash fee calculator can be found online to see what your trash cost would be.
 - There was recently an audit conducted regarding the January 2024 storm response.
 - The District 8 newsletter is available for those interested in signing up.
 - There are still air purifiers available through the County.
 - The CPPS grant is currently open; proposed projects should have a public benefit.
 - A community clean up is taking place this Saturday, June 12th at Willow Road from 9am-12pm.

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.
- At the prior meeting, it was announced that the Articles of Incorporation have been filed with the Secretary of State. The group also finalized reviewing the bylaws and is ready for approval in today's meeting.
- With a motion by Jose Alfredo Ripa and a second by Carol Kang, the SYCEDC Board of Directors voted to approve the bylaws.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, and Sunny Lee.
 - Abstain: None.
 - Absent: Vicky Sharma.
- The upcoming timeline likely includes noticing the annual meeting and mailing ballots in September as well as conducting the annual meeting/elections in November.
- Future discussions include the opportunity to create diverse subcommittees such as Events and Promotions.
- There are additional resources available to the BID for events.
- Civic received funding to support business programs and will hire a second intern.
- Civic continuing to plan the community development bus tour which is scheduled for August or September.

6. 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.
 - The board did not make quorum for the June meeting, They heard a brief informational presentation from the Downtown San Diego Partnership. The Partnership gave an update on current and upcoming activities/projects in the Downtown area.

7. Economic Development Department Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- The Small Business Enhancement Program was partially funded at \$750,000 for FY26. Allocations have not yet been approved.
- In February, the Select Committee on Addressing the Cost of Living voted to draft an ordinance that establishes a minimum wage for hotel, event center, and janitorial service workers in the tourism sector. The item returned to the Committee on June 25 for further discussion and passed. The ordinance will then go to City Council later this year for review and approval.
- Senator Toni Atkins helped bring state funding for special events. Approximately \$1.5 million was allocated to BIDs and micro districts. The San Ysidro BID has about \$70,000 from these funds that can be used for public events.

8. Adjournment

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

- Meeting was adjourned at 10:30 AM.

*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

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