



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

Tuesday, June 24, 2025 5:00PM to 6:00PM
[Meeting Recording](#)

Call to Order and Introductions

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

- Meeting was called to order at 5:03 PM.

Attendance:

Community Members

Ebony James
Felix Lopez
James Justus
John Mireles
Leonardo Ortiz
Marc
Terence Sullivan
William Burties

City Staff

Yanet Lopez Cardenas, Community Representative, Office of Councilmember Vivian Moreno
Rhea Aguinaldo, Small Business Engagement Specialist, Economic Development
Department
Viridiana Quintana, Small Business Support Specialist, 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.)*

- Information was shared regarding a laundromat business with walls breaking off the sides.
- Concerns were raised regarding the increased presence of homelessness. Questions were made regarding the opportunity to use MAD funds for security services.
- Felix Lopez offered support with helping report sidewalk issues.
- The trash can between 28th and Imperial was recently damaged. Urban Corps removed the damaged trash can and cleaned the area. They are looking to install a new container in that location.

1. March Meeting Minutes

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

- The community advisory group voted to unanimously approve the March 25, 2025 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.
- Contact William to learn about the various workshops and events taking place this month.
 - Taste of Imperial is taking place August 1st.
 - A home buyer workshop is taking place June 28th.

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.
- A recognition was made to LHCD and their support of the recent cleanup event.
- Their office is focused on a small business outreach strategy and connecting with local stakeholders.
- There will be a dumpster drop off for bulky items on June 28th.
- A Sabor y Salsa event will take place on June 28th from 12-3pm in collaboration with the Tranqui

Foundation.

- The Imperial Bikeway Project is about 45% complete. Yanet will meet with a project representative and may have more updates soon.
- There is a Business Accelerator Program with SD College of Continuing Education. Those interested can apply to the summer cohort.

4. Urban Corps Report

Arturo Perzabal, Director of Operations, Urban Corps of San Diego County

- Arturo Perzabal was not in attendance.

5. Economic Development Department Report

Rhea Aguinaldo, Small Business Engagement Specialist, Economic Development Department

- Rhea Aguinaldo provided updates on the budget and services contract.
- The FY26 MAD budgets were approved. The Central Commercial MAD Annual Report can be found online- <https://www.sandiego.gov/sites/default/files/2025-06/mad26centralcommercial.pdf>.
- EDD is working with LHCD to prepare for the services agreement which is effective July 1st.
- Assessment payers will receive a mailed letter in mid-July which will include a survey to input the best future MAD meeting time. The survey can be found online- <https://www.sandiego.gov/economic-development/about/maintenance/ccmad>.
- The City of San Diego's FY26 budget was approved on June 10th. The Mayor has line-item vetoed certain expenses.
- On June 2, 2025, 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.
- Our department fields inquiries daily primarily through sdbusiness@sandiego.gov. The inbox is always covered, and we work as a team to respond to inquiries in a way that's as helpful as possible. For the month of May, 53 inquiries were received with a 90.63% response rate within 2 business days.
- The next meeting will take place in August, there will be no July meeting.

6. Adjournment

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

- Meeting was adjourned at 6:04 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.