



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, September 24, 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

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

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. **August Meeting Minutes – Advisory Committee Item**
Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
2. **Creative City Cultural Plan Presentation – Joint Item**
Presentation provided from the City of San Diego Cultural Affairs Division on the City's Cultural Plan.
Christine Jones, Chief of Civic Art Strategies, City of San Diego
3. **Community Relations Officer Report – Joint Item**
Information provided from the San Diego Police Department.
Carlos Lacarra, Community Relations Officer, San Diego Police Department
4. **Council District 8 Report – Joint Item**
Information provided from the Office of City Councilmember Moreno.
Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno
5. **Assembly District 80 Report – Joint Item**
Information provided from the Office of State Assemblymember Alvarez.
Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez
6. **Management Support & Working Meeting Update – SYCEDC Item**
Updates provided from Civic Community Partners.
Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
7. **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
8. **Economic Development Department Report – Joint Item**
Updates on budget and services contracts.
Alex Southard, Small Business Engagement Specialist, Economic Development Department
9. **Adjournment**

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

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

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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, 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

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

- Meeting was called to order at 9:08 AM.
- With a motion by Jilette Yousif and a second by Miguel Aguirre, the Advisory Committee voted to adjust the agenda and move Item 4 to Item 1.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: None.

Attendance

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

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

City Staff:

Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
Alex Southard, Small Business Engagement Specialist, Economic Development Department
Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

Members of the Public:

Abraham Jacobo
Adriana Castañeda
Alicia Jimenez
Cristian Fuentes

Consuelo Delgadillo
Dinusha Perera
Erica Reyna
Kenia Peraza

Lilianna Barba
Raul Herrera
Roxane Palestino
Sabas Ruadho

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.*)

- Miguel Aguirre made a comment about public safety and an interest in seeing how this board support efforts around addressing wildcatting and border crossing safety. He shared minutes from a public safety with EDD staff.
- Lilianna Barba, Field Representative, Office of State Assemblymember David Alvarez
 - The office can work with Caltrans to help address encampment issues around the freeways.

The CPUC is setting up a meeting to discuss enforcement from the state level on wildcatting.

- Current bills are waiting with the Senate Appropriations Committee and then headed to the floor for votes. The legislature will adjourn in September.

1. **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 Working Meeting.
- At the July meeting, the group discussed the following:
 - Voted to approve the organizational resolution packet which includes applying for 501(c)(3) status, obtain an Employer Identification Number, file a Statement of Information, adopt a Conflict of Interest Policy, elect officers, authorize opening a bank account and designating check signers, and registering with the Registry of Charities and Fundraisers.
 - Agreed to adding Gustavo Bidart as a designating check signer on the bank account.
 - Made the following nominations for interim executive officer positions:
 - Board President/Chair – Jose Alfredo Ripa and Miguel Aguirre.
 - Vice President/Chair – Jose Alfredo Ripa, Miguel Aguirre, and Norman Jester.
 - Secretary – Carol Kang and Vicky Sharma.
 - Treasurer – Marni Levy Wilton.
- The current board and officer positions are interim until the November election. Interim executive officers are needed for formation documentation within the resolution packet.
 - With a motion by Norman Jester and a second by Miguel Aguirre, the group voted Miguel Aguirre as Board President/Chair.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: None.
 - Public comment: Members of the public voiced support for Miguel Aguirre as Interim Board President/Chair.
 - With a motion by Vicky Sharma and a second by Jilette Yousif, the group voted Jose Alfredo Ripa as Vice President/Chair.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Silvana Alaniz, and Vicky Sharma.
 - No: Norman Jester, Miguel Aguirre, Jose Sahagun.
 - Abstain: None.
 - Absent: None.
 - With a motion by Miguel Aguirre and a second by Silvana Alaniz, the group voted Vicky Sharma as Secretary.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: None.
 - With a motion by Jose Alfredo Ripa and a second by Jilette Yousif, the group voted Marni Levy Wilton as Treasurer.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: None.
- The group discussed future associate membership opportunities and decided to save 4 seats to this position. In the future, the board will need to create associate member requirements.
 - With a motion by Jilette Yousif and a second by Vicky Sharma, the group voted to have 11 assessment payer positions to the board.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: Norman Jester.
- Nominations will formally be accepted for Board of Direction positions for the November election. The following individuals expressed interest:
 - Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz, and Vicky Sharma

- The upcoming timeline regarding elections:
 - September 10- mixer event which will replace the Updates Meeting (opportunity for nominations in-person)
 - September 17- mailed nominations are due
 - November 5- mailed ballots are due
 - November 12- annual meeting/elections which will replace the Updates Meeting (opportunity to submit ballots in-person)
 - Civic Community Partners opened a PO Box for the organization in late July.
 - Civic is seeking a second intern. Gustavo will send job description to EDD to help distribute for this group.
 - Civic continuing coordinating for the community development bus tour. Gustavo is working with various stakeholders and looking for additional interested individuals. Partnership with DT Partnership and ULI. Date has been selected. Will start downtown and then come down to San Ysidro by mid-day. Date is November 14.
 - Discussion around future committees and their set-up. Suggested to have committees on public safety and fundraising. These will be working committees and open to the public.
2. **July Meeting Minutes**
Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
- With a motion by Jilette Yousif and a second by Marni Levy Wilton, the Advisory Committee voted to approve the July 9, 2025 minutes.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Norman Jester.
3. **Community Relations Officer Report**
Carlos Lacarra, Community Relations Officer, San Diego Police Department
- Absent.
4. **Council District 8 Report**
Giancarlo Lopez-Duran, Council Representative, Office of Councilmember Vivian Moreno
- Giancarlo Lopez-Duran reported on Homeless Encampments and his office's work with Cal Trans to remove two major encampments. The canal was cleared out too
 - On Saturday, September 6, a community clean-up is happening in San Ysidro. It will be near the Grocery Outlet on Virginia. Dumpsters will be available.
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.
 - At the July meeting, the board heard a presentation from Ahmad Erikat with the City's Transportation Department who shared information around the recently adopted parking changes.
 - The board voted to adjourn the August meeting as well as combine the November and December meeting to take place December 2, 2025.
 - The Small Business Advisory Board currently has a vacancy on the board. Interested business owners or small business advocates can apply. Feel free to share with others and visit the SBAB website for more information: <https://onboard.sandiego.gov/board/3397>.
6. **Economic Development Department Report**
Alex Southard, Small Business Engagement Specialist, Economic Development Department
- Alex Southard shared information regarding upcoming activities.
 - For FY2026, SBEP was partially funded at \$750,000. Each BID manager was notified of their SBEP allocation, San Ysidro's allocation was \$14,887.26.
 - EDD is working with the Mayor's office to distribute "Know Your Rights" immigration information to businesses through Business Walks. Staff are also directing business groups to the City's website for more information: sandiego.gov/know-your-rights
 - EDD is excited to share that the Capacity Building Grant Program is now live on our website until September 5th- sandiego.gov/capacity-building-grant. Eligible nonprofits that directly support small businesses in under-resourced communities within the City of San Diego can apply for up to \$15,000 in funding for their project.

7. **Adjournment**

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

- Meeting was adjourned at 10:32 AM.

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

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