



Joint Meeting

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

WORKING MEETING AGENDA

Wednesday, October 22, 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

Alex Southard, Small Business Engagement 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. The Chair will call on those who wish to give public comment. *(Public comments are limited to 2 minutes per speaker.)*

1. Ballot Submittal Opportunity

Alex Southard, Small Business Engagement Specialist, Economic Development Department

2. ACTION: Approval of the July Working Meeting Minutes

Alex Southard, Small Business Engagement Specialist, Economic Development Department

3. Committees Discussion

Discussion regarding the goals and objectives of the two committees: 1) Executive & Fundraising and 2) Safety & Community Events.

Alex Southard, Small Business Engagement Specialist, Economic Development Department

4. ACTION: 2026 Meetings Schedule

Confirm remaining 2026 meeting dates.

Alex Southard, Small Business Engagement Specialist, Economic Development Department

5. ACTION: Draft Support Letter

Discuss and vote on the opportunity to draft a letter of support for Councilmember Moreno's memo requesting the Mayor to revisit the contract with Caltrans to include the South Bay.

Alex Southard, Small Business Engagement Specialist, Economic Development Department

6. Adjournment

Alex Southard, Small Business Engagement Specialist, Economic Development Department

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

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Call to Order and Introductions

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

- Meeting was called to order at 9:03 AM.

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:

Christie Marcella, Deputy Director, Economic Development Department

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

Alisha Orozco

Antonio Palafox

Brian Maty

Consuelo Delgadillo

De'Lanna Reinhart

Erica Reyna

Francisco Bates

Giancarlo Lopez

Gustavo Bidart

Javier Ackerman

Kevin Davis

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.*)

- Elizabeth Studebaker formally introduced Christie Marcella who is the Deputy Director for the City's Economic Development Department.
- Miguel Aguirre expressed his concerns around public safety including lack of security and wildcatting issues.

1. June Meeting Minutes

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

- With a motion from Jose Sahagun and a second from Jilette Yousif, the group voted to approve the June 25, 2025 meeting minutes.
 - Yes: Carol Kang, Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, and Silvana Alaniz.

- Abstain: None.
- Absent: Vicky Sharma.

2. **Nonprofit Formation Discussion**

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

- Gustavo Bidart led the continued discussion regarding nonprofit formation documentation.
- Kevin Davis gave an overview on the organizational resolution packet which includes:
 - Apply 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.
- Gustavo shared several updates including Civic soon having a license agreement to use the San Ysidro building space, opening a PO Box in San Ysidro, obtaining insurance quotes soon and opening a bank account soon.
- The group agreed with adding Gustavo Bidart as a designating check signer on the account.
- With a motion from Miguel Aguirre and a second from Norman Jester, the group voted to approve the organizational resolution packet.
 - 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 decided to adjourn the August 13, 2025 Updates Meeting and replace the August 27, 2025 Working Meeting as an Updates Meeting.
- Nominations for executive officers positions will be presented at the next meeting for approval. The group made the following nominations:
 - 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.
- Once the Executive Committee is formed, they will need to begin discussing the recruitment process to hire an Executive Director in the future.
- The group will also begin to form sub committees such as Events and Promotion, Clean and Safe, Parking and Mobility, Finance, etc.
- The upcoming timeline regarding elections:
 - August – A letter will be mailed to assessment payers which will include a call for nominations, mixer details, and notice the annual meeting.
 - September – A mixer will be held to meet the nominees. The group decided to adjourn the September 10, 2025 Updates Meeting and replace it with the mixer which will be at El Rincon at 5pm.
 - October – The voting ballots will be mailed to assessment payers which will include the annual meeting details.
 - November – The annual meeting (elections) will be held. The group decided to adjourn the November 12, 2025 Updates Meeting and replace it with the annual meeting. The meeting will be at 5pm, the location is not yet determined.
- Gustavo shared an update on the Economic Development Tour. Those interested in being involved can contact Gustavo.
- Future presentations include the City's Creative City Plan and changes to the City's Community Parking Districts.

3. **Adjournment**

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

- Meeting was adjourned at 10:27 AM.

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