



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, October 8, 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. **September Meeting Minutes – Advisory Committee Item**
Sunny Lee, Co-Chair, San Ysidro Business Improvement District Advisory Committee
2. **MTS OnTrack Presentation – Joint Item**
Presentation provided from the San Diego Metropolitan Transit System on the OnTrack Plans.
Hector Zermeño, Public Relations Specialist, San Diego Metropolitan Transit System
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**

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.

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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, 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

- Meeting was called to order at 9:06 AM.

Attendance

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

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

City Staff:

Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno
Carlos Lacarra, Community Relations Officer, San Diego Police Department
Christine Jones, Chief of Civic Art Strategies, 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:

Adriana Castaneda
Alicia Jimenez
Alvaro Alvarez
Antonio Palafox
Belinda Torres

Brian Maty
Consuelo Delgadillo
Elbert Gonzalez
Francisco Bates
Gustavo Bidart

Karina Flores
Leon Benham
Lilianna Barba
Mike St. Claire
Raul Herrera

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 mentioned several people gave public comment about the impacts of wildcatting at MTS' September 11th meeting.
- Alicia Jimenez asked if there is an approval process for cannabis stores. She expressed concerns around safety and narcotics. Several others also said there are drug issues. Officer Lacarra will look into this.
- Alvaro Alvarez shared an invitation to his upcoming Art Show on September 25th.

1. August Meeting Minutes

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

- With a motion by Jose Alfredo Ripa and a second by Norman Jester, the Advisory Committee voted to approve the August 27, 2025 minutes.
 - Yes: Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz.
 - Abstain: None.
 - Absent: Carol Kang, Sunny Lee and Vicky Sharma.

2. **Creative City Cultural Plan Presentation**

Christine Jones, Chief of Civic Art Strategies, City of San Diego

- Christine Jones, Chief of Civic Art Strategies for the City's Cultural Affairs Division, gave a presentation on the City's Cultural Plan.
- The Plan was adopted in January 2025 and focuses on four main goals.
 - Goal 1: Centering Artists, Creatives and Spaces
 - Goal 2: Arts in Community
 - Goal 3: Creative Entrepreneurship
 - Goal 4: Global Creative City
- The group asked questions and conversation followed.
 - Exploring ways to partner with organizations to provide creatives with space access such as joint-use spaces with the school districts.
 - Thinking about expanded programming and promoting cultural festivals, art projects, etc.
 - The City works closely with partners in Mexico to bridge San Diego and Tijuana collaborations.
 - The Cultural Affairs Division offers an extensive funding program for nonprofit organizations supporting arts and culture efforts. The next cycle will open in early October.

3. **Assembly District 80 Report**

Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez

- Lilianna Barba provided an update from the Office of Assemblymember Alvarez.
- Their Office can help with State Department issues such as the DMV.
- The legislative session ended and the Assemblymember currently has 6 bills in progress. More information/updates to come on those which are signed.
- The State of Chula Vista University will take place October 25th.
- A College Opportunity Fair for those interested in higher education will take place on November 15th.

4. **Community Relations Officer Report**

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra provided an update from SDPD.
- 4 wildcatting vehicles were impounded recently. The drivers were not arrested.
 - Otay Mesa near CBX has also seen an increase in wildcatting.
- Over time for officers has been cut significantly.
- A suggestion was made if SDPD would make a public statement regarding wildcatting. Officer Lacarra will report back.

5. **Council District 8 Report**

Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno

- Rodrigo Morales Villarreal provided an update from the Office of City Councilmember Moreno.
- Last week City Council passed charging for parking in Balboa Park.
- City Council voted to increase the minimum wage for certain tourist industries including hotels with over 150 units. The \$25/hour wage will roll out in increments until 2030.
- Their office is working on a letter requesting for the Mayor to revisit the contract with Caltrans to include the South Bay.
 - The board discussed the option of writing or signing a letter of support.

6. **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.
- The Mixer Event in September went well.
- In August, the current board voted for the following interim executive officer positions until

the November elections.

- Board President/Chair – Miguel Aguirre
- Vice President/Chair – Jose Alfredo Ripa
- Secretary – Vicky Sharma
- Treasurer – Marni Levy Wilton
- The upcoming timeline:
 - Mid October – Ballots will be received via mail.
 - November 5 – Mailed ballots due. They can also submit in-person at the October 22nd Joint Meeting or at the November 12th Annual Meeting.
 - November 12 – Annual Meeting which will replace the regular meeting.
- With a motion by Miguel Aguirre and a second by Jose Alfredo Ripa, the group voted to form 2 committees – 1) Executive & Fundraising and 2) Safety & Community Events.
 - Yes: Jilette Yousif, Jose Alfredo Ripa, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Norman Jester, Silvana Alaniz.
 - Abstain: None.
 - Absent: Carol Kang, Sunny Lee and Vicky Sharma.
- Gustavo has began looking into insurance options which can range between \$2,000–\$2,5000. The Board president will need to sign the application.
- Gustavo provided a financial update explaining the expenses to date such as the Procopio services as well as current funds raised from financial institutions and grants.
- Civic continues coordinating the community development bus tour which will take place November 14th from 12–2pm. Guests can join for the narrative portion meeting at the San Ysidro Public Library.
- Civic is looking to hire a new intern.

7. **Small Business Advisory Board Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- SBAB adjourned for the month of August.
- The board met in September and heard a presentation regarding the Mayor’s recent Executive Order regarding “Know Your Rights”.
 - EDD has been supporting with planning Business Walks in the community. One will be held in San Ysidro on October 2nd, the board is welcome to join.
- The board also held a conversation around parking changes and special events zone. They voted to draft an advising letter on this topic.

8. **Economic Development Department Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- EDD sent an email last week regarding Caltrans’ closure of the Camino De La Plaza “Last U.S. Exit” off-ramp at southbound Interstate 5. Caltrans informed us recently that the project will be postponed.
- The group continued to discuss the committees. Miguel will chair the Executive & Fundraising Committee; Norman and Jose will lead the Safety & Community Events Committee.

9. **Adjournment**

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

- Meeting was adjourned at 10:34 AM.

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

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