



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, 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

- Meeting was called to order at 9:08 AM.

Attendance

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

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

City Staff:

Rodrigo Morales Villarreal, 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	Consuelo Delgadillo	Gustavo Bidart
Brian Maty	Erica Reyna	Hector Zermeño
Christian Sahagun	Francisco Bates	Leslie Luna

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 highlighted the successful Business Walk that took place in San Ysidro.

1. September Meeting Minutes

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

- With a motion by Jose Sahagun and a second by Jilette Yousif, the Advisory Committee voted to approve the September 24, 2025 minutes.
 - Yes: Carol Kang, Jilette Yousif, Jose Sahagun, Marni Levy Wilton, Miguel Aguirre, Silvana Alaniz, Sunny Lee, and Vicky Sharma.
 - Abstain: None.
 - Absent: Jose Alfredo Ripa and Norman Jester.

2. MTS OnTrack Presentation

Hector Zermeño, Public Relations Specialist, San Diego Metropolitan Transit System

- Hector Zermeño, Public Relations Specialist with MTS, gave a presentation on the OnTrack

Plans.

- MTS is creating a multi-year plan to help address a budget deficit; specifically, facing challenges with non-recurring revenue.
- Immediate actions being taken include delaying planned bus and Trolley service increases, increased fare enforcement, and more.
- There will be a study conducted to assess MTS services and future demands to plan both scenarios of additional funding becoming available and no additional funding becoming available. These plans will guide MTS staff and board.
- Members of the public can get learn more at the MTS website- www.sdmts.com/OnTrack.
- The board asked questions and conversation followed.
 - MTS has a contract with UCSD to have student fees cover student passes. The Youth Opportunity Pass Program allows for anyone 18 and under to ride for free, this is funded by SANDAG until June 2026.
 - There are discounted programs for student over 18 years old.
 - There were discussions regarding trolley and bus hours. Hector Zermeño shared that a freight provider has access to the trolley line during certain hours.
 - Hector Zermeño encouraged participation at outreach events or at board meetings.
 - There was a discussion about members of the BID potentially meeting with the MTS Community Advisory Committee.
 - Contracting opportunities with MTS would be listed on PlanetBids.

3. Community Relations Officer Report

Carlos Lacarra, Community Relations Officer, San Diego Police Department

- Officer Lacarra was not in attendance.

4. 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.
- City Council will revisit the item to increase the water rates by 14.7%, likely on October 29th. Councilmember Moreno voted no.
- The Councilmember Moreno continues working on a memo requesting for the Mayor to revisit the contract with Caltrans to include the South Bay. The BID cannot sign onto the memo but can draft a letter of support.
 - The board discussed writing a letter of support and voting on this item at the upcoming Working Meeting.

5. Assembly District 80 Report

Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez

- Lilianna Barba was not in attendance.

6. Management Support & Working Meeting Update

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

- Gustavo Bidart shared information regarding upcoming activities.
- At the August Updates Meeting, there was a presentation on the City's Cultural Plan. The group voted to form 2 committees: 1) Executive & Fundraising, and 2) Safety & Community Events.
- BID members can expect a ballot via mail by mid-October. Ballots must be mailed by November 5th. Ballots can be submitted in-person at the October 22nd Joint Meeting or at the November 12th Annual Meeting.
 - The Annual Meeting which will replace the regularly scheduled meeting.
- In the future, the board will need to create associate member requirements and can fill the 4-associate member/stakeholder seats.
- There was a continued conversation on administrative items such as a bank account potentially with Wells Fargo or US Bank.
- The community development bus tour is scheduled for November 14th. Contact Gustavo Bidart for more information or if interested in participating.
- Gustavo Bidart will be attending BID Alliance meetings on behalf of this group.
- Gustavo Bidart is coordinating a time to meet with Councilmember Moreno in late October or early November.
- Civic will be adding an intern to the team to support efforts in San Ysidro.
- Civic is planning a procurement training early December.

7. Small Business Advisory Board Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- At the September Meeting, the board heard a presentation on the Mayor's Executive Order regarding Know Your Rights and Community Resources. There was a discussion on recent parking changes which led the board to approve the drafting of an advising letter with recommendations to help mitigate the impact of parking changes on small businesses.
- 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>.
- The October meeting will include a presentation from the San Diego Tourism Authority. A representative from the County's Office of Labor Standards & Enforcement and Councilmember Elo-Rivera will join the December meeting.

8. **Economic Development Department Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- Alex Southard thanked Jose Sahagun and Miguel Aguirre for joining the San Ysidro Business Walk to connect with about 150 businesses.
- The Economic Development Department has several programs that support businesses at different stages, from opening a physical location to expanding existing operations. Contact EDD for permitting and technical support. Businesses may qualify for the Fee Incentive Program to help recover up to \$10,000 in City permitting fees for tenant improvements or new construction projects.
- There are currently two County grant opportunities for nonprofits. Applications are considered per Board of Supervisors districts.
 - Neighborhood Reinvestment Program: for one-time community, social, environmental, educational, cultural, or recreational needs.
www.sandiegocounty.gov/content/sdc/cao/edga/grants/neighborhood-reinvestment.html
 - Community Enhancement Grant: to stimulate tourism, promote the economy, create jobs, and improve quality of life.
www.sandiegocounty.gov/content/sdc/cao/edga/grants/community-enhancement.html
- The Small Business Development Center continues to provide free business advising as well as trainings ranging from accounting and QuickBooks to marketing and sales. Visit their website to find upcoming opportunities- <https://sdivsbdc.org/services/>.

9. **Adjournment**

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

- Meeting was adjourned at 10:17 AM.

*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.