



#### JOINT MEETING AGENDA

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

**Wednesday, December 10, 2025 9:00AM to 11:00AM  
Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173**

**Advisory Committee Liaison:** Sunny Lee.

**San Ysidro Community and Economic Development Corporation Board of Directors:** Andres Ripa, Carol Kang, Ernesto Medina, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, Sunil Gakhreja, and Vicky Sharma.

#### **Call to Order and Introductions**

Sunny Lee, Liaison, 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. **ACTION: Approval of the October Updates and Working Meeting Minutes**  
Sunny Lee, Liaison, San Ysidro Business Improvement District Advisory Committee
2. **Government Reports**  
*Information provided from the Community Relations Officer, Council District 8, and Assembly District 80.*  
Carlos Lacarra, Community Relations Officer, San Diego Police Department  
Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno  
Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez
3. **ACTION: Approval of Role Descriptions for Executive Officer Positions and Conduct Elections**  
Sunny Lee, Liaison, San Ysidro Business Improvement District Advisory Committee
4. **ACTION: Approval of the Following Items-**
  - **Financial Report to Date**
  - **Nonprofit Insurance Agreement**
  - **Memorandum of Understanding with Apex**Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
5. **Management Support Update**  
*Updates provided from Civic Community Partners.*  
Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
6. **Small Business Advisory Board Report**  
*Updates provided from the San Ysidro BID Advisory Board.*  
Alex Southard, Small Business Engagement Specialist, Economic Development Department
7. **Economic Development Department Report**  
*Updates on budget and services contracts.*  
Alex Southard, Small Business Engagement Specialist, Economic Development Department
8. **Committees Discussion**  
*Discussion regarding the goals and objectives of the two committees.*  
Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
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.

**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.



### 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  
Brian Maty  
Christian Sahagun

Consuelo Delgadillo  
Erica Reyna  
Francisco Bates

Gustavo Bidart  
Hector Zermeno  
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](http://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 29<sup>th</sup>. 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 5<sup>th</sup>. Ballots can be submitted in-person at the October 22<sup>nd</sup> Joint Meeting or at the November 12<sup>th</sup> 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 14<sup>th</sup>. 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](http://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](http://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.

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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**

### WORKING MEETING MINUTES

**Wednesday, October 22, 2025 9:00AM to 10:30AM**

**Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173**

**Advisory Committee Members:** 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

- Meeting was called to order at 9:15 AM.

#### Attendance

**Advisory Committee Members:** Jilette Yousif, Jose Alfredo Ripa, Miguel Aguirre, Norman Jester, and Silvana Alaniz.

**SYCEDC Board of Directors:** Jilette Yousif, Jose Alfredo Ripa, Miguel Aguirre, Norman Jester, and Silvana Alaniz.

#### Government Representatives:

Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez  
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  
Andres Ripa  
Brian Maty

Cris Adame  
Francisco Bates

Omar Araiza  
Sandra Compton

#### 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.*)

- Andres Ripa shared that Las Americas will be hosting the second annual bi-national race on Sunday, October 26<sup>th</sup>.
- Alicia Jimenez shared that she reported two sites with encampments and trash on Get It Done. Silvana Alaniz shared that the San Ysidro Planning Group is currently drafting a letter to the Councilmember regarding this issue.
- Norman Jester shared about a recent theft issue with the cutting of a strong power line twice.

#### 1. Ballot Submittal Opportunity

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- There are extra ballots available for any business(es) who may need it. EDD expressed the importance of having current and accurate Business Tax Certificate.
- Election ballots have been mailed. There is an opportunity to submit ballots after this meeting.
- Ballots can also be submitted via mail by November 5<sup>th</sup> or in-person at the November 12<sup>th</sup> Annual Meeting.

**2. ACTION: Approval of the July Working Meeting Minutes**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- With a motion from Norman Jester and a second from Miguel Aguirre, the group voted to approve the July 23, 2025 meeting minutes.
  - Yes: Jilette Yousif, Jose Alfredo Ripa, Miguel Aguirre, Norman Jester, and Silvana Alaniz.
  - Abstain: None.
  - Absent: Carol Kang, Jose Sahagun, Marni Levy Wilton, and Vicky Sharma.

**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

- The group had a discussion regarding the goals and objectives of the two committees.
  - 1) Executive & Fundraising: focused on fundraising/sponsorship strategies, search for an Executive Director, creation of a logo and website, and more.
  - 2) Safety & Community Events: safety focused on wildcatting, reporting clean and safe issues and events focused on community events, placemaking, mixers, and more.
- Committee meetings are subject to the Brown Act. It's important to recruit residents, community leaders, and other businesses to participate.
- Committees can put together recommendations and share with the board for approval.
- The group discussed management best practices. EDD shared the importance of board management, member engagement, budget tracking, among other items such as advocacy.
- Alex Southard shared that the EIN letter for the SYCEDC has been received.

**4. ACTION: 2026 Meetings Schedule**

*Confirm remaining 2026 meeting dates.*

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- The November 12<sup>th</sup> Updates Meeting is being replaced by the Annual Meeting. As a reminder, the Annual Meeting is at 5pm at the BLK Box Gallery & Creative Center (195 Virginia Ave, San Ysidro, CA 92173).
- The group agreed to the following 2026 meeting dates:
  - November 26 - meeting adjourned
  - December 10 - extended meeting to 2-hours from 9:00-11:00am
    - First hour for Updates items and second hour for committee work
  - December 24 - meeting adjourned

**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

- At the October Updates Meeting, the group discussed writing a letter of support for Councilmember Moreno's memo to the Mayor.
- With a motion from Norman Jester and a second from Jose Alfredo Ripa, the group voted to draft a letter of support with Miguel Aguirre leading the effort.
  - Yes: Jilette Yousif, Jose Alfredo Ripa, Miguel Aguirre, Norman Jester, and Silvana Alaniz.
  - Abstain: None.
  - Absent: Carol Kang, Jose Sahagun, Marni Levy Wilton, and Vicky Sharma.

**6. Adjournment**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting was adjourned at 10:31 AM.

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

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# Board Officer Roles and Responsibilities

## President / Chair

**Overview:** The President provides overall leadership to the organization and serves as the primary spokesperson for organization. This position ensures the board fulfills its governance responsibilities and that the mission and programs are carried out effectively.

### Key Responsibilities:

- Preside over all board and executive committee meetings.
- Work closely with the Executive Director to set meeting agendas and strategic priorities.
- Represent the organization at public meetings, community events, and in communications with City officials and partner organizations.
- Support fundraising and sponsorship efforts, cultivating key relationships within the community.
- Ensure that board decisions are implemented and aligned with the organization's goals.
- Appoint committee chairs and serve as an ex-officio member of all committees.
- Oversee annual Executive Director evaluation and performance goals.

## Vice President / Chair

**Overview:** The Vice President supports the President in leadership duties and steps in as acting President when needed. This role ensures organizational continuity and often oversees specific committees or initiatives.

### Key Responsibilities:

- Perform all duties of the President in their absence.
- Collaborate with the President and Executive Director on strategic planning and community partnerships.
- Provide guidance and support to committee chairs and board members.
- Help ensure board engagement and accountability across programs and events.
- May lead or co-chair special projects or task forces as assigned by the President.

## Treasurer

**Overview:** The Treasurer oversees the organization's financial management, ensuring transparency, accuracy, and fiscal responsibility.

### Key Responsibilities:

- Work with the Executive Director and bookkeeper to review monthly financial statements and budgets.
- Present financial reports to the board at regular meetings.
- Monitor cash flow, event budgets, and funding sources to ensure financial stability.
- Assist in developing the annual budget and oversee the annual review or audit process.
- Ensure compliance with financial policies and applicable laws.
- Support fundraising efforts by ensuring proper accounting of sponsorships, grants, and in-kind contributions.
- Is a signer for on all bank accounts.

## Secretary

**Overview:** The Secretary maintains accurate and organized records of the organization's activities and ensures compliance with legal and procedural requirements.

### Key Responsibilities:

- Record and maintain minutes of all board and executive committee meetings.
- Maintain official documents including bylaws, meeting agendas, and organizational policies.
- Ensure timely distribution of meeting notices and materials to board members.
- Support the Executive Director in maintaining records for board rosters, elections, and terms.
- Serve as custodian of the organization's official documents and correspondence.