



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	Cris Adame	Omar Araiza
Andres Ripa	Francisco Bates	Sandra Compton
Brian Maty		

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 26th.
- 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 5th or in-person at the November 12th 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 12th 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.

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.