



JOINT BOARD MEETING MINUTES

**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

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

Attendance

SYCEDC Board of Directors: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, and Vicky Sharma.

Government Representatives:

Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez
Carlos Lacarra, Community Relations Officer, San Diego Police Department
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	Gustavo Bidart	Mitzi Salgado
Antonio Palafox	Leonardo Hernandez	Sunny Lee
Francisco Bates	Miguel Aguirre	

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.*)

- Sunny Lee shared positive feedback about the Annual Meeting and elections that took place on November 12th at BLK Box Gallery & Creative Center. The results of the board were:

Two year term	One year term
1. Silvana Alaniz	7. Vicky Manojkumar Sharma
2. Jose Alfredo Ripa	8. Joe Yousif
3. Norman Jester	9. Ernesto Medina
4. Marni Levy Wilton	10. Sunil Gakhreja
5. Andres Ripa	11. Ozmin Zarate Hilty
6. Yuan Yuan Carol Kang	
- Gustavo Bidart shared positive feedback regarding the community development bus tour on November 14th.

1. ACTION: Approval of the October Updates and Working Meeting Minutes

Sunny Lee, Liaison, San Ysidro Business Improvement District Advisory Committee

- With a motion by Joe Yousif and a second by Carol Kang, the board voted to approve the October 8, 2025 Updates Meeting minutes and the October 22, 2025 Working Meeting minutes.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Norman Jester, Silvana Alaniz, and Vicky Sharma.

- Abstain: Marni Levy Wilton.
- Absent: Ernesto Medina, Ozmin Zarate Hilty, and Sunil Gakhreja.

2. **Government Reports**

Information provided from the Community Relations Officer, Council District 8, and Assembly District 8o.

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

- Officer Lacarra shared he will be retiring January 8th. Officer Carlos Edington will be the new Community Relations Officer. There are other changes happening in the Southern Division such as a new lieutenant.
- Rodrigo Morales Villarreal shared there will be a proclamation on January 8th to honor Officer Lacarra.
 - Councilmember Moreno voted no on the use of license plate reader technology; the item still passed.
 - Encampment abatements took place in early December.
 - Mayor Gloria responded to Councilmember Moreno's memo requesting the City revisit the contract with Caltrans to include the South Bay. The Mayor's response did not give approval.
- Lilianna Barba let the group know she can help relay issues to Senator Padilla. She can also help research and follow up on Caltrans reports.
 - Assemblymember Alvarez will host a Holiday Open House and food drive on December 16th.

3. **ACTION: Approval of Role Descriptions for Executive Officer Positions and Conduct Elections**

Sunny Lee, Liaison, San Ysidro Business Improvement District Advisory Committee

- Gustavo Bidart displayed the draft role descriptions and the board shared feedback.
- With a motion by Jose Alfredo Ripa and a second by Vicky Sharma, the board voted to approve the Role Descriptions.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: Ernesto Medina and Sunil Gakhreja.
- The slate for nominations and elections were the following:
 - Board President/Chair – Jose Alfredo Ripa
 - Vice President/Chair – Norman jester
 - Secretary – Carol Kang
 - Treasurer – Marni Levy Wilton
- With a motion by Joe Yousif and a second by Vicky Sharma, the board voted to approve the slate.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: Ernesto Medina and Sunil Gakhreja.

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

- Gustavo Bidart displayed the Financial Report between July 1 to October 31, 2025.
 - Approximately \$218,000 in revenue has been raised through fundraising financial institutions, San Diego Foundation grant, and BID Alliance grant. The grants do have specific deadlines to expend funds.
- With a motion by Norman Jester and a second by Joe Yousif, the board voted to approve the Financial Report.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: Ernesto Medina and Sunil Gakhreja.
- Gustavo Bidart shared the opportunity to explore insurance options such as Nonprofits Insurance Alliance. Will invite a representative from this organization to speak at the January meeting. More information can also be found on their website–

<https://insurancefornonprofits.org/>.

- Flyers were shared regarding the upcoming workshops and trainings with APEX. The newly elected President can now sign the Memorandum of Understanding.

5. **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.
- Vicky Sharma as the previous interim Secretary will sign pending bylaws documentation.
- Gustavo Bidart shared the Conflict-of-Interest Forms to all present board members.
- The board discussed administrative items such as the need of a logo and website. They also discussed what entities may be good options for associate members.

6. **Small Business Advisory Board Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- In the December meeting, SBAB voted to approve the SYCEDC board of directors as the new advisory committee members. Sunny Lee will continue being the liaison between SBAB and the Advisory Committee.
 - The board heard from Councilmember Elo-Rivera and his budget priorities as it relates to small businesses. Mikey Knab with the County's Office of Labor Standards and Enforcement also presented and shared their office's work around developing and implementing "Know Your Rights" trainings for business owners- what to do before, during, and after an ICE enforcement action.
- There are still two vacancies on the Small Business Advisory Board. The board currently meets in-person on the 4th Tuesday of each month. If you or someone you know may be interested, please visit the SBAB website for more information: <https://onboard.sandiego.gov/board/3397>.

7. **Economic Development Department Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- Budget season is quickly approaching- FY2027 BID Budgets are currently being drafted. More information to come as it relates to the San Ysidro BID Budget.
- The City's minimum wage will increase from \$17.25 to \$17.75 an hour, effective January 1. The change is in accordance with the City's Earned Sick Leave and Minimum Wage Ordinance, approved by voters in 2016. Please visit the Compliance Department webpage for more information: www.sandiego.gov/compliance/minimum-wage.
- 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/>.
- Our department fields inquiries daily primarily through sdbusiness@sandiego.gov. The inbox is always covered, and we work as a team to respond to inquiries in a way that's as helpful as possible. For the month of November, 30 business-related inquiries were received with an 96% response rate within 2 business days.

8. **Committees Discussion**

Discussion regarding the goals and objectives of the two committees.

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

- The fourth Wednesday of the month will replace Working Meetings with Committee Meetings.
- The two interns with Civic will each support one committee.
- Gustavo is exploring opportunities for a placemaking project to activate the parking lot.
- There two committees will be formed by:
 - Executive & Fundraising - Jose Alfredo Ripa and Norman Jester.
 - Safety & Community Events - Vicky Sharma as Chair and Andres Ripa as Vice Chair.
- Miguel Aguirre and Rodrigo Morales Villarreal also expressed interest.
- Rodrigo Morales Villarreal shared that the City's Transportation Department plans to install parking meters in the Spring. Revenue generated will be used for infrastructure projects within that area. The department is looking for feedback on streets recommendation for first installations. There will be one multi-space meter machine per street.
 - The group discussed the option of recommending a loading zone be included.
- Concerns were raised regarding the BLK Box Gallery and further discussions whether the group will collaborate with the organization in the future.

9. **Adjournment**

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

- Meeting was adjourned at 11:06 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.