



## 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, January 14, 2025 9:00AM to 10:30AM  
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

Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation

- Meeting was called to order at 9:12 AM.

### Attendance

**SYCEDC Board of Directors:** Andres Ripa, Carol Kang, Ernesto Medina, Jilette Yousif, Jose Alfredo Ripa, Marni Levy Wilton, 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:

|                     |                 |                    |
|---------------------|-----------------|--------------------|
| Alejandra Ruiz      | Francisco Bates | Leonardo Hernandez |
| Alicia Jimenez      | Gustavo Bidart  | Omar Araiza        |
| Andy Carey          | Jerry Gonzalez  | Sunny Lee          |
| Consuelo Delgadillo | Jose Sahagun    |                    |

### 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.*)

- None.

#### 1. ACTION: Approval of the December Board Meeting Minutes

Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation

- With a motion by Joe Yousif and a second by Norman Jester, the board voted to approve the December 10, 2025 meeting minutes.
  - Yes: 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.
  - Abstain: None.
  - Absent: Ozmin Zarate Hilty, Sunil Gakhreja, and Vicky Sharma.

#### 2. Presentation: Nonprofits Insurance Alliance

Jerry Gonzalez, Nonprofit Insurance Broker, CalNonprofits Insurance Services

- Jerry Gonzalez with CalNonprofits Insurance Services presented on "Insurance 101".
- Insurance may be needed for statutory, contractual, and exposures reasons.
- It is important to mitigate risks such as injuries, damages, theft, and more.
- Core business insurance coverages include:

- Directors & Officers Liability (D&O)
- Employment Practices Liability (EPLI)
- Fiduciary
- General Liability / Professional Liability / Sexual/Physical Abuse
- Property Coverages
- Automobile/Hired and Nonowner Auto
- Umbrella/Excess Liability
- Workers Compensation
- Volunteer & Participant Accident
- Cyber
- Crime / Employee Dishonesty
- The group asked questions and conversation followed.
  - The cost will vary depending on the activities of the organization but can range from \$1,500-\$5,00 per year.
  - Medium-size coverage was recommended to the group.
  - A profile will need to be created via the online portal to then submit an application. Once received, the information will be sent to insurance companies for quotes which can take about 1-2 weeks.
  - The organization will need a valid Tax ID Employer Identification Number to apply.
- With a motion by Norman Jester and a second by Joe Yousif, the board voted to give Gustavo Bidart approval to proceed with the application process to receive insurance quotes.
  - Yes: 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.
  - Abstain: None.
  - Absent: Ozmin Zarate Hilty, Sunil Gakhreja, and Vicky Sharma.

### 3. **Presentation: Border Philanthropy Partnership**

Andy Carey, Executive Director, U.S.-Mexico Border Philanthropy Partnership

- Andy Carey with the U.S.-Mexico Border Philanthropy Partnership presented on the mission/vision and services of the organization.
- Services offered include:
  - Education and training
  - Coaching and technical assistance
  - Fiscal sponsorship
  - Bimonthly newsletters
  - Procapacidad and foundation directory
  - Cross border tours
  - Member network
  - Translation services
- The group asked questions and conversation followed.
  - Their office is in the San Diego Foundation building, people are welcome to visit.
  - Data-driven reports and briefs are available on their website.
  - Membership price is tiered and begins at \$450.

### 4. **Government Reports**

Carlos Edington, 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 Edington is the new Community Relations Officer for this area, he was not in attendance.
- Lilianna Barba shared the following updates:
  - Their office is available to support with any State-related issues.
  - AB 35 passed Committee which is focused on expediting the proposition for funds to help with environmental issues such as the Tijuana River Valley crisis.
  - AB 664 would bring 4-year degrees to Southwestern College.
  - Assemblymember Alvarez will host community coffees throughout the year and plans to visit San Ysidro in March.
  - Their office can help follow up on any Cal Trans reports – send Lilianna the ticket number and information.
- Rodrigo Morales Villarreal shared the following updates:
  - Their office can help follow up on any Get It Done reports.
  - The Transportation Department is interested in meeting with San Ysidro stakeholders

to discuss the installation of parking meters. Alfredo Ripa and Norman Jester expressed interest in attending the meeting.

**5. Management Support Update**

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

- Gustavo Bidart shared information regarding upcoming activities and updates.
- In communication with Procopio to progress with the entity formation process.
- The Procurement Workshop from December was successful – a flyer was shared with dates of future training opportunities.
- Leonardo Hernandez shared the following updates:
  - Three draft logos were shared with the group to get ideas of what they would like.
  - Have referenced BID websites such as North Park to get an idea of the formatting and structure.
  - Per the bylaws, the board can add four associate members.
- Gustavo collected signed conflict of interest forms from board members.

**6. Small Business Advisory Board Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard did not share information as the item was tabled due to limited time.

**7. Economic Development Department Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- The tentative schedule for FY27 BID Budgets is Economic Development and Intergovernmental Relations Committee on March 4, City Council on April 7, and the Noticed Public Hearing on May 12.
- The budget will be similar to last year with the extension of services agreements with Civic and Hearts & Hands.

**8. Adjournment**

Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation

- The next meeting is the Committee Meeting on January 28<sup>th</sup>.
- Meeting was adjourned at 10:46 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.