



JOINT COMMITTEE 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 28, 2026 9:00AM to 11:00AM

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

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

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

- Meeting was called to order at 9:04 AM.

Attendance

SYCEDC Board of Directors: Carol Kang, Ernesto Medina, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, and Ozmin Zarate Hilty.

Government Representatives:

Ascencio Agustin, Officer, San Diego Police Department

Carlos Edington, Officer, San Diego Police Department

Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno

Alex Southard, Small Business Engagement Specialist, Economic Development Department

Nick Stephens, Small Business Support Specialist, Economic Development Department

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Members of the Public:

Angelina Lopez

Fernanda Calderon

Leonardo Hernandez

Brian Maty

Francisco Bates

Raul Herrera

Erica Reyna

Gustavo Bidart

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.*)

- Officer Edington introduced himself and his experience within the Police Department with 18 years in Southern Division and 5 years as a Community Relations Officer.
 - Very aware of reoccurring issues in the area such as wildcatting, open fentanyl use, etc.
 - In 2022, a Border Safety Detail Group was set to have a proactive approach to issues.
 - Although wait times can be long, it is important to report all appropriate issues.
- Alfredo Ripa shared a man purposefully lit a fire on the 700 block of San Ysidro Blvd on January 27th.
- Members of the public expressed the opportunity of having SDPD use their office space if needed.

1. Executive & Fundraising Committee

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

- Gustavo Bidart shared an overview of items in progress.
- The group discussed the importance of having a strategic fundraising plan to raise about \$150,000. Ideas were explored of researching and contacting potential funders.
- Alex Southard shared that BID management organizations also manage the banner districts which often can be a fundraising opportunity.
- Interest was shared in creating an online business directory.
- Kimberly Moore with Civic called-in to the meeting to share about the website and logo development process.
 - The team is currently conducting research and creating draft website and logo

samples.

- It is important to purchase the domain once it has been identified and begin building the website, social media accounts, and link to email accounts.
- Many website platforms are simple and easy to navigate. The team will also create a manual with “how to” and other functions.
- The website will include a donate button as well as pages regarding sponsorship opportunities, upcoming events, key documents, board membership, and mission/vision.
- The cost may vary depending on the amount of work needed from a graphic designer. The entire package can range from \$3,500–\$5,000.
 - The server will cost about \$200/year.
 - A domain bundle will be about \$17.
- The board liked “sanysidrocedc” for the domain and the bundle option to cover both “.com” and “.org”.

2. **Board Action/Recommendation**

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

- With a motion by Carol Kang and a second by Ernesto Medina, the board voted to move forward with the website and logo bundle options and see draft templates at the next meeting.
 - Yes: Carol Kang, Ernesto Medina, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, and Ozmin Zarate Hilty.
 - Abstain: None.
 - Absent: Andres Ripa, Norman Jester, Silvana Alaniz, Sunil Gakhreja, and Vicky Sharma.

3. **Safety & Community Events Committee**

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

- Gustavo Bidart shared an overview of items in progress.
- Hosting events/mixers can offer opportunities for sponsorships.
- Alex Southard shared there is an opportunity to have a master lease for this building which can potentially be a revenue generator with the commitment of being the responsible property manager of the building.
- Officer Edington shared about recent enforcement in the area and the need for additional support with graffiti abatement, power washing, and overall beautification. The Southern Division area has the lowest number of Get It Done reports.
- Gustavo Bidart shared that a few community members will meet with Councilmember Moreno soon and discuss various items such as beautification needs.
- Ideas were shared about creating campaigns regarding the use of the Get It Done app for reporting and importance of a Letter of Agency for each property.
- Officer Edington gave insight into the progressive enforcement model used with unsheltered individuals who are being reported for an incident such as trespassing. Each encounter includes the sharing of resources such as housing options.
- Erica Reyna shared the San Ysidro Collaborative group connects 52 organizations on a monthly basis.

4. **Board Action/Recommendation**

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

- None.

5. **Adjournment**

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

- Meeting was adjourned at 11:00 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.