



## 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, February 25, 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

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

- Meeting was called to order at 9:09 AM.

### Attendance

**SYCEDC Board of Directors:** Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, and Silvana Alaniz.

### Government Representatives:

Carlos Edington, Community Relations Officer, San Diego Police Department  
Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez  
Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno  
Alex Southard, Small Business Engagement Specialist, Economic Development Department  
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

### Members of the Public:

Angelina Lopez	Francisco Bates	Kimberly Moore
Antonio Palafox	Gustavo Bidart	Leonardo Hernandez

### 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.*)

- Lilianna Barba announced that Assemblymember Alvarez will host a Community Coffee on March 14<sup>th</sup> at 10am at El Rincon.

### 1. Executive & Fundraising Committee

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

- Presentation from Kristen Wall, Chief HR Executive with Mission Edge
  - An overview was given of Mission Edge and their services.
  - The organization provides HR support, executive search, accounting, fiscal sponsorship, in addition to programming.
  - The board asked questions and conversation followed.
    - A customized quote can be provided for accounting work which is based on the volume of transactions.
    - They can facilitate board retreats through phases with the planning and day of cost of \$1,500-\$2,000 and post follow ups portion between \$3,000-\$3,500.
- Kimberly Moore presented a draft logo and website preview.
  - Feedback was shared on the logo design, colors, styles, etc.
  - 4 domains were purchased: sanysidrocedc and sycedc with .com and .org. Each is \$7.50 per year and the website platform is \$200 per year.
  - Ideas were shared about incorporating community history and photos.

### 2. Board Recommendation/Action

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 hold their board retreat on March 20<sup>th</sup>.
  - Yes: Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, and Silvana Alaniz.
  - Abstain: None.
  - Absent: Andres Ripa, Ernesto Medina, Ozmin Zarate Hilty, Sunil Gakhreja, and Vicky Sharma.

**3. Safety & Community Events Committee**

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

- More information to come on whether the BID Alliance funding deadline is extended.
- Officer Edington shared that SDPD is partnering with the State to conduct wildcatting operations in March.
- Leonardo Hernandez gave a demonstration on how to submit a Get It Done report.
  - Get It Done- <https://www.sandiego.gov/get-it-done>
  - Letter of Agency- <https://www.sandiego.gov/police/services/letter-of-agency>
- Some members will meet with Councilmember Moreno at 4pm to discuss various items impacting San Ysidro.

**4. Board Recommendation/Action**

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

- None.

**5. Action: Approval of the January Committee Meeting Minutes**

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

- The item was tabled for next month.

**6. 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.