



## 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, March 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, Jillette 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

Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department

Viridiana Quintana, Small Business Support Specialist, Economic Development Department

### Members of the Public:

Angelina Lopez

Leonardo Hernandez

Patricia S. Sinay

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 shared a flyer regarding a program in collaboration with Casa Familiar. Every 3<sup>rd</sup> Wednesday of the month from 11am-1pm the Officer is available for confidential support such as reporting needs.

### 1. Executive & Fundraising Committee

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

- Presentation from Patricia S. Sinay with Community Investment Strategies
  - Patricia shared her background and professional experience.
  - The planning process typically includes a discovery, planning, and outcome phase.
  - The project cost is \$7,000 which is up to 40 hours.
  - The group asked questions and conversation followed.
    - The idea was mentioned of surveying assessment payers and collaborating with a local organization.
    - Important to identify what the organization will "support, lead, and follow".
- The logo and website are still in process. Photos were requested from the board to use on the website.
- The insurance quotes are still pending as the broker needs the organization's EIN.

### 2. Board Recommendation/Action

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

- With a motion by Norman Jester and a second by Silvana Alaniz, the board voted to select Patricia S. Sinay as the new board retreat facilitator.
  - 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.
- Subject to space availability at the library, the board would like to hold the board retreat on May 8<sup>th</sup>.

### 3. **Safety & Community Events Committee**

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

- Leonardo Hernandez shared that he and Gustavo will meet with Officer Edington to discuss outreach around the Get It Done app and Letter of Agency.
- With the BID Alliance grant, the idea was shared to purchase equipment such as AV technology, canopies, and more for future events.
- If the group moves forward with planning a candidate forum, they would need to identify a date/time, location, moderator, and contact the candidates.

### 4. **Board Recommendation/Action**

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

- The board would like to define and rename the Committees after the board retreat takes place.

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

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

- With a motion by Norman Jester and a second by Joe Yousif, the board voted to approve the January 28, 2026 and February 25, 2026 minutes.
  - 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.

### 6. **Adjournment**

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

- Meeting was adjourned at 10:37 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.