



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, March 11, 2026 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 9:07 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, Sunil Gakhreja, and Vicky Sharma.

Government Representatives:

Carlos Edington, Community Relations Officer, San Diego Police Department

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

Gustavo Bidart

Leonardo Hernandez

Courtney Baltiyskyy

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.*)

- Courtney Baltiyskyy shared an initiative to get a new measure on the November ballot. The revenue measure is a half cent County sales tax to support childcare programs, healthcare resources, the Tijuana River Valley sewage, and more. There is currently a signature gathering and fundraising phase for this effort.

1. Action: Approval of the February Board Meeting Minutes

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

- With a motion by Ozmin Zarate Hilty and a second by Joe Yousif, the board voted to approve the February 11, 2026 meeting minutes.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, Sunil Gakhreja, and Vicky Sharma.
 - Abstain: None.
 - Absent: Ernesto Medina.

2. 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 Carlos Edington shared that a wildcatting operation took place on March 2nd did where vehicles were impounded.
 - Gustavo asked Angelina about

- Rodrigo Morales Villarreal gave feedback if a candidate forum were to take place.
- Lilianna Barba was not in attendance but passed a message with a reminder of the Community Coffee with Assemblymember Alvarez on March 14th from 10-11am at El Rincon. Contact Lilianna to RSVP.

3. Management Support Update

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

- Gustavo Bidart shared information regarding upcoming activities and updates.
- Members of the group and Gustavo met with Councilmember Moreno in February to discuss the goals of the BID. Ideas were discussed around a community investment project, community parking districts, and potentially a maintenance assessment district.
 - Alex Southard shared that Transportation would have a parking meter recommendation by mid-April to share with stakeholders.
 - The group will review the San Ysidro Community Plan- https://www.sandiego.gov/sites/default/files/final_sycpu_jan_2018-1.pdf
- Ideas were shared regarding focus points for the retreat such as beautification, signature events, activations, and more.
- The logo and website drafts are currently in progress.
- No updates on insurance quotes or nonprofit status.
- Gustavo shared a recommendation to change the committee names to “Community Development & Safety” and “Fundraising & Activities”.
- The possibility of hosting a candidate forum in early May was shared.

4. Action: Approval of Board Retreat Facilitator

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

- With a motion by Joe Yousif and a second by Marni Levy Wilton, the board voted to approve Mission Edge as the board retreat facilitator.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, Sunil Gakhreja, and Vicky Sharma.
 - Abstain: None.
 - Absent: Ernesto Medina.

5. Small Business Advisory Board Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard provided an updated from the City’s Small Business Advisory Board.
- In February, the board heard from Teddy Martinez with the San Diego Workforce Partnership on a San Diego Workforce Needs and Assets Data Tool. The tool gave an overview on workforce and employment trends per various segments.
- The board also approved an advising letter regarding the FY27 City Budget which highlighted the importance of the Small Business Enhancement Program.
- 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>.

6. Economic Development Department Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- Everyone is encouraged to get involved with the budget process as there are dedicated Committee/Council meetings that provide an opportunity to engage in the public process.
 - The FY2027 budget process timeline can be found online- https://www.insidesandiego.org/san-diegos-key-budget-dates-what-know-about-fiscal-year-2027-budget?utm_medium=email&utm_source=govdelivery
 - The Mayor’s resident budget survey can be found online- <https://www.sandiego.gov/mayor/mayor-gloria-launches-resident-budget-survey-san-diego-prepares-tough-fiscal-decisions>
- The schedule for FY27 BID Budgets is EDIR Committee on March 4, City Council on April 6, and the Noticed Public Hearing on May 11.
- Applications are now open for the Individual Artists Fellowship, offering \$5,000 to \$50,000 in unrestricted funding for artists in San Diego and Imperial Counties. This statewide program supports artists at all stages emerging, established, and legacy. Fellows also receive professional development, networking opportunities, and public recognition. The deadline to apply is April 30, 2026. The City will also host information sessions soon. Learn more at sandiego.gov/cultural-affairs.

- The State's Office of Business has several incentives programs for businesses looking to expand such as financing & bonding, energy savings programs, research & development tax credits, workforce hiring & trainings programs, and more. Visit their website for more information- <https://business.ca.gov/>.
- As a reminder, our team can help with permitting and technical support such as assistance with conducting zoning research, navigating permitting with Development Services, and more. Additionally, we can help connect you to appropriate incentives programs.
- Our department fields inquiries daily primarily through sdbusiness@saniego.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 February, 15 business-related inquiries were received with an 100% response rate within 2 business days.

7. **Adjournment**

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

- Meeting was adjourned at 10:34 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.