



## 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, April 22, 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 9:15 AM.

### Attendance

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

Alicia Jimenez

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.*)

- Aicia Jimenez shared that their private trash pins on property are being used by outsiders.
- Rodrigo Morales shared that the proposed draft budget includes many reductions of full-time employees through various departments. Funding has also been eliminated from Arts & Culture programming. There are opportunities to engage with the Budget Review Committee meetings.
- Rodrigo also shared there will be a dumpster drop-off on April 26<sup>th</sup> near Black Box.
- Alex Southard shared that the Small Business Enhancement Program is not funded in the draft budget. The Economic Development Department will present on May 6<sup>th</sup>.

### 1. Executive & Fundraising Committee

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

- Jerry Gonzalez, Nonprofit Insurance Broker, CalNonprofits Insurance Services
  - Jerry Gonzalez presented an overview of recent insurance quotes received.
  - Insurance coverage includes general liability, and the premium would be approximately \$4,200 for the year.
  - The group is interested in having special events coverage excluded and added on an as-needed basis. The average cost per event is between \$300-500.
  - Once the board approves an insurance quote and provider, there are binding documents required for competition such as the final application, a no known loss letter, and a copy of insured abuse procedures.
- Patricia Sinay shared an update on the board retreat preparations.
  - A large portion of the retreat will focus on the San Ysidro Community Plan and economic development strategizing.
  - A survey will be finalized soon to share with assessment payers.

- Kimberly Moore, Communications Coordinator, Civic Community Partners
    - The website continues in draft mode until the logo is finalized.
    - Various logo samples were shared, and the group gave feedback on their preferences.
    - The goal is to launch the website in mid-May.
  - Gustavo Bidart emphasized the importance of board member attendance per the bylaws.
2. **Board Recommendation/Action**  
 Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
- The board recommends taking action and approving insurance providers at the next meeting.
3. **Safety & Community Events Committee**  
 Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
- Leonardo Hernandez shared a newsletter template to use for future communication.
  - Alex Southard shared that the deadline for the BID Alliance funding has been extended to the end of year.
4. **Board Recommendation/Action**  
 Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
- None.
5. **Action: Approval of the March Committee Meeting Minutes**  
 Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
- With a motion by Joe Yousif and a second by Carol Kang, the board voted to approve the March 25, 2026 minutes.
    - Yes: Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Silvana Alaniz, and Vicky Sharma.
    - Abstain: None.
    - Absent: Andres Ripa, Ernesto Medina, Norman Jester, Ozmin Zarate Hilty, and Sunil Gakhreja.
6. **Adjournment**  
 Gustavo Bidart, Economic and Community Development Manager, Civic Community Partners
- Meeting was adjourned at 11:16 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.