



## 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, April 8, 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 9:14 AM.

### Attendance

**SYCEDC Board of Directors:** Andres Ripa, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Silvana Alaniz, and Vicky Sharma.

### Government Representatives:

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

### Members of the Public:

Alicia Jimenez	Leonardo Hernandez	Patricia Sinay
Anna Sotto	Omar Araiza	Sunny Lee
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.*)

- None.

#### 1. Presentation: Akitso

Anna Sotto, Founder, Akitso

- Anna Sotto, Founder and President of Akitso, shared an overview of their organization including their business services.
- The organization supports local food businesses through creative services such as branding, marketing, and interior design.
- The group asked questions and conversation followed.
  - Services are priced below market value with a package being between \$5,000-\$7,000.
  - Costs can range depending on the customer's budget.

#### 2. Action: Approval of the March Board Meeting Minutes

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

- With a motion by Vicky Sharma and a second by Marni Levy Wilton, the board voted to approve the March 11, 2026 meeting minutes.
  - Yes: Andres Ripa, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Silvana Alaniz, and Vicky Sharma.

- Abstain: None.
- Absent: Carol Kang, Ernesto Medina, Joe Yousif, Ozmin Zarate Hilty, and Sunil Gakhreja.

### 3. **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

- Lilianna Barba thanked those who attended the San Ysidro Community Coffee event.
  - She also shared that AB 19944 passed Committee.
- Officer Carlos Edington shared that the Border Safety Detail is limited to 20 hours/week. On March 28<sup>th</sup> they arrested a person who was consuming narcotics in public (they had a loaded ghost gun, fentanyl for sale, and a felony warrant).
  - A question was asked whether the Police Department has access to Flock cameras, Officer Edington said yes but limited to certain ones.
- Rodrigo Morales Villarreal shared that the Councilmember will meet with the Mayor soon.

### 4. **Management Support Update**

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

- Gustavo Bidart shared information regarding upcoming activities and updates.
- Patricia Sinay shared she began conducting interviews with board members.
- She asked what the group would like to know about its members as it relates to creating a survey form. The following examples were shared:
  - What affects your bottom line that can be improved in San Ysidro?
  - What key anchor or types of businesses would you like to see?
  - What types of events would you like to see?
  - How can we attract new businesses and new customers?
  - What types of services would you like to be provide?
  - Is there a capital improvement project you would like to see?
- Gustavo Bidart announced the training cohort program was successfully completed.
- The tax exemption filing continues in progress and should be processed in 1-2 months.
- The insurance broker will give an update at the next meeting.
- Gustavo shared Civic's financials to date as it relates to services in the district which includes about \$60,000 from BID Alliance funding with a portion being set for events equipment.
- There will be a logo/website update at the next meeting with the review of a color palette.
- The idea was shared of creating a newsletter in the future.
- Gustavo and Leonardo are working with Officer Edington to offer business office hours.
- A conversation took place regarding the opportunity to host a Candidate Forum for District 8 such as the best timing and potential locations.

### 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 March, the board heard from two FY26 Capacity Building Grant Recipients (Barrio Logan Association and Outside The Lens). The representatives from these organizations shared about their projects funded through this grant and the impact it has had on the small business community.
- The board also had a strategic planning conversation where they outlined current priorities such as business resource sharing, collaboration opportunities, and business district promotion, as well as further involvement with parking changes and factors impacting costs.

### 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](https://www.insidesandiego.org/san-diegos-key-budget-dates-what-know-about-fiscal-year-2027-budget?utm_medium=email&utm_source=govdelivery).
- The FY27 BID Budgets went to EDIR Committee on March 4 and City Council on April 6, and will have 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](https://sandiego.gov/cultural-affairs).

**7. Adjournment**

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

- Meeting was adjourned at 10:42 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.