



**SAN YSIDRO COMMUNITY AND ECONOMIC DEVELOPMENT CORPORATION
(SYCEDC)
Committee Meeting Minutes**

Wednesday, June 24, 2026 9:00AM to 11:00AM
Location: 663 E San Ysidro Blvd, San Ysidro, CA 92173

Board of Directors: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, 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 9:11 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, and Vicky Sharma.

Government Representatives:

Lilianna Barba, Field Representative, Office of Assemblymember David Alvarez
Rodrigo Morales Villarreal, Council Representative, Office of Councilmember Vivian Moreno
Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department
Alex Southard, Small Business Engagement Specialist, Economic Development Department
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Members of the Public:

Erica Reyna	Kimberly Moore	Patricia S. Sinay
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.*)

- None.

1. Action: Approval of Logo Design

Kimberly Moore, Communications Coordinator, Civic Community Partners

- Kimberly shared two draft logo designs for the group to review.
- With a motion by Norman Jester and a second by Joe Yousif, the board voted to approve the first logo design.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, and Silvana Alaniz.
 - Abstain: None.
 - Absent: Vicky Sharma.
- The group also discussed having design icon elements to use in addition to the logo.
- Kimberly shared a draft website for the group to review and requested a welcome letter from the President and headshots from the board.

2. Action: Approval of the May Committee Meeting Minutes

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

- With a motion by Carol Kang and a second by Norman Jester, the board voted to approve the May 27, 2026 minutes.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, and Silvana Alaniz.
 - Abstain: None.
 - Absent: Vicky Sharma.

3. **Executive & Fundraising Committee and Safety & Community Events Committee**

Patricia S. Sinay, Community Investment Strategies

- The group discussed the goals and objectives of the strategic plan.
- The plan begins July 1, 2026, and aims to be completed by June 30, 2028.
- The group decided to have July 22 be the Board Meeting and July 8 be the Committee Meeting to better accommodate the timeline for the strategic plan execution.
- Comments were shared about fundraising tactics and sponsorship opportunities.
- The group discussed the goal of hiring an Executive Director.

4. **Adjournment**

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

- Meeting was adjourned at 11:03 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.