



Board Meeting Agenda

Wednesday, July 22, 2026 9:00AM to 10:30AM

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

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.)*

1. Action: Approval of the June Board Meeting Minutes

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

2. Action: Adoption of the SYCEDC Strategic Plan and Budget

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

3. Action: Approval of an Updated Event Coordinator Consultant RFQ

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

4. Government Reports

Information provided from the Community Relations Officer, Council District 8, and Assembly District 80.
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

5. Management Support Update

Updates provided from Civic Community Partners.

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

6. Economic Development Department Report

Updates on budget and services contracts.

Alex Southard, Small Business Engagement Specialist, Economic Development Department

7. Adjournment

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

*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.



SAN YSIDRO COMMUNITY AND ECONOMIC DEVELOPMENT CORPORATION (SYCEDC)

Board Meeting Minutes

Wednesday, June 10, 2026 9:00AM to 10:30AM
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 9:12 AM.

Attendance

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
Carlos Edington, Community Relations Officer, San Diego Police Department
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:

Bryan Plasencia	Luis Colmenarez	Roxane Palestino
Leonardo Hernandez		

Non-Agenda Public Comment

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- Viridiana Quintana shared Accessity's upcoming business development workshop on June 23 at 3:30pm at the San Ysidro Library.

1. 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 shared the following updates:
 - Assembly Bills moving through the legislative process are going to the Senate.
 - Their office can help with state-related issues.
 - The Willow Road Pedestrian Bridge was recently revitalized with a mural.
- Officer Edington shared that National Night Out in San Diego takes place on the first Tuesday in August. This year it will be on August 4 at 4:30pm at Egger-South Bay Park.
- Rodrigo Morales Villarreal shared that the Transportation Department plans to install parking meters in June. An update was also given about the approved FY27 City budget and the items that were added and removed by Councilmembers.

2. Action: Approval of the April Board Meeting Minutes

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

- With a motion by Marni Levy Wilton and a second by Vicky Sharma, the board voted to approve the April 8, 2026 meeting minutes.

- Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, and Vicky Sharma.
- Abstain: None.
- Absent: None.

3. **Management Support Update**

Leonardo Hernandez, Civic Community Partners

- Logo update – Kimberly Moore, Communications Coordinator, Civic Community Partners
 - Kimberly Moore shared a draft logo, the group shared feedback.
 - Three logo versions will be shared at the next meeting for the group to review.
- Leo Hernandez explained the strategic plan dashboard for the group to identify their priorities in a 90 day, 6 month, 12 month, and 18 month timeline.
 - New items were added to the dashboard such as finalizing insurance and conducting board trainings.

4. **Action: Event Planning**

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

- Leo Hernandez mentioned the tentative dates for the joint event with the Hispanic Chamber are August 26 or 27.
- A budget was shared demonstrating expenses to date from the State grant through the BID Alliance.
 - There is about \$65,000 available.
 - Expenses to date include the past mixer and election event.
 - Projected expenses include purchasing AV and equipment, a joint event with the Hispanic Chamber, and a fall/winter event such as a Candidate Forum or Holiday Event.
- With a motion by Silvana Alaniz and a second by Vicky Sharma, the board voted to approve purchasing the event equipment, host one end of year event, and procure an event coordinator.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: None.

5. **Member Survey**

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

- Alfredo Ripa reminded the group about the member survey that is available online– <https://forms.gle/kkSZBwjCr3vsRsr9>.
- Civic Community Partners and EDD will conduct in-person outreach in the coming days.
- Alex Southard shared that EDD mailed letters to San Ysidro BID assessment payers were with an update on the BID advisory board and a QR code to the member survey.

6. **Economic Development Department Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- An update was given on the City budget which Council approved June 9. There was significant budget advocacy around the Small Business Enhancement Program from the small business community. The FY27 budget reflects \$750,000 for small business programs.

7. **Adjournment**

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

- Meeting was adjourned at 10:40 AM.

*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

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