



Committees Meeting Minutes

Wednesday, July 8, 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 9:18 AM.

Attendance

SYCEDC Board of Directors: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, and Silvana Alaniz.

Government Representatives:

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:

Gustavo Bidart

Leonardo Hernandez

Patricia S. Sinay

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.*)

- Rodrigo Morales recommended the group review the San Ysidro Community Plan and identify a project to recommend as a priority.
- Alfredo Ripa shared that Norman Jester recently conducted a few media interviews regarding the new metered parking installations.

1. Action: Approval of the June Committee Meeting Minutes

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

- With a motion by Norman Jester and a second by Joe Yousif, the board voted to approve the June 24, 2026 minutes.
 - Yes: Andres Ripa, Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, and Silvana Alaniz.
 - Abstain: None.
 - Absent: Ozmin Zarate Hilty and Vicky Sharma.

2. 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 Chairs of each Committee met with Patricia to further identify the tactics of the plan.
- The group discussed the difference between associate members and corporate sponsors and how to best engage each section.
- Creating a corporate sponsorship package is a priority item.
- The importance of an online presence and having a website was expressed.
- Norman Jester shared a project opportunity of installing Wi-Fi along the Blvd, the group is

- interested in exploring the idea further.
- Patricia Sinay will create a formal dashboard of the strategic plan.

3. **Adjournment**

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

- Meeting was adjourned at 11:06 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.