



Board Meeting Minutes

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

- Meeting was called to order at 9:15 AM.

Attendance

SYCEDC Board of Directors: 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

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

Sazia Hasib

Jazmin Barajas

Maya

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.*)

- Gustavo Bidart shared that Sazia Hasib participated in the APEX business training cohorts.

1. Action: Approval of the June Board Meeting Minutes

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

- With a motion by Norman Jester and a second by Ozmin Zarate Hilty, the board voted to approve the June 10, 2026 meeting minutes.

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

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

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

- The group discussed revising the budget to reflect maintenance expenses and revenue as well as noting what funds are restricted.

- With a motion by Norman Jester and a second by Ozmin Zarate Hilty, the board voted to adopt the strategic plan and a revised budget.

- 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: Andres Ripa.

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

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

- The Executive Committee received one interest inquiry for the Event Coordinator Consultant.
- The RFQ will be updated to reflect specific event details to better describe the program.
- The additional language includes:
 - Theme: San Ysidro Holiday Music Festival
 - Location: San Ysidro Community Park
 - Date: Saturday or Sunday in December
 - Incorporate the opportunity for contractor to receive a bonus upon successful completion of the event
- With a motion by Silvana Alaniz and a second by Carol Kang, the board voted to approve updating the RFQ and authorizing the Executive Committee to select/contract with a consultant.
 - Yes: Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, Silvana Alaniz, and Vicky Sharma.
 - Abstain: None.
 - Absent: Andres Ripa.

4. **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

- None.

5. **Management Support Update**

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

- Gustavo Bidart shared information regarding upcoming activities and updates.
- Civic received a grant from JP Morgan Chase with \$5,000 committed to the SYCEDC.
- Reminders were shared regarding upcoming events, Candidate Forum September 8 and Joint Mixer with the Hispanic Chamber August 27.
- Gustavo Bidart presented the current website page to launch in the coming days.
- Board member Andres Ripa arrived during this agenda item.
- Leonardo Hernandez presented a draft newsletter page expected to be released August 1.
- Leonardo Hernandez' final day with Civic is August 22, a new intern will be in this role.
- Instagram, Facebook, and other social media accounts will be created soon.

6. **Economic Development Department Report**

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard shared information regarding upcoming activities.
- The Barrio Logan Association is looking to donate various trash receptacles. EDD will work with Environmental Services to see if they can be placed in San Ysidro.
- The City partnered with MAAC to launch a financial assistance program for the solid waste management fee. Visit the website for more information- www.sandiego.gov/environmental-services/trash-service-updates/financial-assistance
- A reminder, the SYCEDC is the official advisory board for the San Ysidro BID. FY2027 began July 1 and this group will be leading future budget planning conversations.
- The group identified August 12 as a Business Walk date to conduct outreach on the member survey and upcoming board elections.

7. **Adjournment**

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

- Meeting was adjourned at 10:35 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.