



Committees Meeting Agenda

Wednesday, October 28, 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

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: El Rincon Board Seat Alternate**
Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
2. **Action: Approval of the September Committee Meeting Minutes**
Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
3. **Action: Selection of Organization Bank Account**
Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
4. **Action: Associate Membership**
Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
5. **Action: Approval of the Meeting Schedule**
Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
6. **Safety & Community Events Committee**
Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
 - **Action: Vanessa Bernal, Event Coordinator Consultant, Holiday Event Planning**
7. **Executive & Fundraising Committee**
Jose Alfredo Ripa, President, San Ysidro Community and Economic Development Corporation
 - **Discussion: BID Budget Development**
 - **Action: Approval to Enter into an Agreement with the City of San Diego**
8. **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 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.



Committees Meeting Minutes

Wednesday, September 23, 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: Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, and Ozmin Zarate Hilty.

Government Representatives:

Alex Southard, Small Business Engagement Specialist, Economic Development Department
Viridiana Quintana, Small Business Support Specialist, Economic Development Department

Members of the Public:

Adriana Castaneda
Dania Hernandez
Francisco Bates

Gustavo Bidart
Luis Colmenarez

Vanessa Bernal
Yahaira Aguilar

Non-Agenda Public Comment

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- EDD is planning a business walk on September 29 at 3pm to visit San Ysidro businesses and share about El Niño preparedness.

1. Action: Approval of the August Committee 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 August 26, 2026 minutes.
 - Yes: Carol Kang, Joe Yousif, Jose Alfredo Ripa, Marni Levy Wilton, Norman Jester, Ozmin Zarate Hilty, and Vicky Sharma.
 - Abstain: None.
 - Absent: Andres Ripa, Carol Kang, Silvana Alaniz, and Vicky Sharma.

2. Safety & Community Events Committee

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

- **Action: Vanessa Bernal, Event Coordinator Consultant, Holiday Event Planning**
 - A message with a letter from the SYCEDC President will be sent to the email list to formally introduce the organization and current activities.
 - Monthly newsletters have been sent to the email list since August 2026.
 - A draft sponsorship deck was presented to the group.
 - A conversation took place around the event branding.
 - "Somos San Ysidro" is key to the branding and will be trademarked.

- There will be one deck for corporate sponsors and another for local business opportunities.
 - A “Save the Date” flyer with a loteria theme was also presented as a marketing collateral to share with stakeholders.
- **Action: Annual Meeting Location**
 - The group explored potential event locations such as a local restaurant, library, or community space/venue.
 - Joe Yousif offered to donate beer and wine to the event on behalf of his business.
 - The group identified Restaurant El Achiote as a primary option but will vote on the annual meeting location at the next meeting.

3. **Executive & Fundraising Committee**

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

- Gustavo Bidart shared several updates including the planning of a future business training cohort with APEX and the City’s Purchasing & Contracting Department.
 - Has been in contact with a Kaiser representative and will invite them to a future meeting.
 - Submitted an application for the City’s Capacity Building Grant regarding a digital program.
- Dania Hernandez shared that future newsletters will include a business spotlight section.
- Flyers were distributed to the group with a graphic on how to report issues through the Get It Done app.

4. **Adjournment**

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

- Meeting was adjourned at 10:31 AM.

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

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