



**CENTRAL COMMERCIAL
MAINTENANCE ASSESMENT DISTRICT (MAD)
MEETING MINUTES**

Tuesday, April 25, 2023 6:00PM to 7:00PM

[Meeting Recording](#)

Call to Order and Introductions

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting was called to order at 6:02 PM.

Attendance:

Community Members

James Justus
Terrence Sullivan
Erin McNamara
Tony Pollard
Arturo Perzabal

City Staff

Natalia Rosas, Council Representative, Office of Councilmember Moreno
Lizzie Rodriguez, Council Representative, Office of Councilmember Moreno
Viridiana Quintana, Small Business Support Specialist, Economic Development Department
Alex Southard, Small Business Engagement Specialist, Economic Development Department
Sean Karafin, Program Manager, Economic Development Department

Non-Agenda Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment. *(Public comments are limited to 2 minutes per speaker.)*

1. February Meeting Minutes

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- The community advisory group voted to unanimously approve the February meeting minutes.

2. Community Updates

Natasha Salgado, Director of Economic Development, Logan Heights Community Development Corporation

- None.

3. Council District 8 Report

Lizzie Rodriguez, Council Representative, Office of Councilmember Vivian Moreno

- Lizzie Rodriguez provided updates from the Office of City Councilmember Moreno.
- Several events are taking place in May and June, contact Lizzie Rodriguez for more information.
- A brief update was given on the Encampment Ordinance.

4. Urban Corps Report

Arturo Perzabal, Operations Manager, Urban Corps of San Diego County

- Arturo Perzabal shared information regarding the improvements and activities provided.
- The following cleaning services took place: 1282 trash bag, 18 bulky items, 367 sq ft of graffiti

removal, 1 tree trimmed, and 9 blocks of weed abatement.

- The past 2 months have had extra crew on Tuesdays and Thursday assisting with graffiti removal and power washing of hot spots.
- Starting May, several services will increase, and trash cans will be deep cleaned twice a month.
- Contact Arturo Perzabal if you have questions/concerns.

5. EDD Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard provided updates on budget and services contract.
- Alex shared a proposed budget and explained the components.
- MAD budgets are going to Committee May 25th and Council on June 13th.
- Motion by Tony Pollard and second by Terrence Sullivan to increase assessments by 7.29%.
 - Yes: Tony Pollard and Terrence Sullivan / Erin McNamara.
 - Oppose: James Justus.
 - Abstain: John Mireles.
- Motion by Tony Pollard and second by James Justus to use \$50,000 of fund balance for maintenance of side streets.
- Central Commercial MAD webpage: www.sandiego.gov/economic-development/about/maintenance/ccmad
- There is federal funding available to help repair City streetlight infrastructure in certain areas including Logan Heights.
- Next meeting is taking place in June to report on City Council budget updates.

6. Adjournment

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting was adjourned at 7:16 PM.

*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.