



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

Tuesday, February 28, 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
Natasha Salgado
Erin McNamara
Gabriel Paez
Marshall Lewis

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
Michelle Muñoz, Small Business Engagement Coordinator, 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. January Meeting Minutes

Alex Southard, Small Business Engagement Specialist, Economic Development Department

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

2. Community Updates

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

- Natasha Salgado provided updates on community programs, services, and/or events.
- LHCDL hung banners in the neighborhood for Black History Month and will continue to add more in the upcoming holidays. Contact Natasha Salgado to share any feedback.
- LHCDL will host various events in March, contact Natasha Salgado for more information.
- LHCDL is continuing outreach regarding the community mural project.

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.
- The Central Police Station will hold a briefing on the City's Surveillance Ordinance on March 7th

at 6:30 pm.

- There are several community events in March, contact Lizzie Rodriguez for more information or visit Councilmember Moreno's social media pages.

4. Urban Corps Report

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

- Arturo Perzabal not in attendance but the January monthly report was shared with the group.

5. EDD Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard provided updates on budget and services contract.
- Alex Southard shared with the group an estimated budget for FY24, discussion followed.
 - The group expressed interest in prioritizing landscaping.
 - Much of the group expressed interest in an assessment increase.
- EDD will route the budget in early April and will host a meeting in May/June with a status update.
- The budget will go to committee May 25th and to Council June 12th or 13th.
- Natasha Salgado will help host a community meeting for March.

6. Adjournment

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting was adjourned at 6:51 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.