



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

Tuesday, June 27, 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 6:03 PM.

Attendance:

Community Members

James Justus
Terrence Sullivan
Tony Pollard
Natasha Salgado
Arturo Perzabal

City Staff

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

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. April Meeting Minutes

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- The community advisory group voted to unanimously approve the April 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 events.
- Upcoming events include gatherings to discuss future murals, Business Walks, and Taste of Imperial.

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.
- Save the date for Memorial Dog Park 1 year anniversary on July 22nd.

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: 1400 trash bags, 8 bulky items, 193 sq ft of graffiti abatement, and 16 blocks of weed abatement.
- With non assessment funding the following took place: 300,000 sq ft of power washing and 4000 sq ft of graffiti abatement.

- Contact Arturo Perzabal at (619)616-8001 if you have questions/concerns.

5. EDD Report

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Alex Southard provided updates on the budget and services contract.
- Alex shared the FY24 budget and explained the components.
- Next meeting is taking place in September.

6. Adjournment

Alex Southard, Small Business Engagement Specialist, Economic Development Department

- Meeting was adjourned at 6:28 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.