



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

Tuesday, January 25, 2022. 6:00PM to 7:00PM

[Zoom Meeting Link](#)

Call to Order and Introductions

Michelle Munoz, Small Business Engagement Specialist, Economic Development Department

- Meeting was called to order at 6:00 PM.

Attendance:

Community Members

James Justus
Natasha Salgado

Urban Corps Staff

Arturo Perzabal, Operations Manager

City Staff

Stephanie Estrada, Community Representative, Office of Mayor Gloria
Lizzie Rodriguez, Council Representative, Office of Councilmember Moreno
Sean Karafin, Program Manager, Economic Development Department
Michelle Munoz, Small Business Engagement 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.)*

- A. **Lizzie Rodriguez, Council Representative, Office of Councilmember Moreno** – Announced a community clean up event focused on litter removal, graffiti removal, and electronics recycling. The event is scheduled for March 5th starting at 9:00 AM, at Gilliam Park.

1. October Meeting Minutes

Sean Karafin, Program Manager, Economic Development Department

- A. There were no comments made pertaining to the October Meeting Minutes.

2. Debrief: November 30th District Walk

Sean Karafin, Program Manager, Economic Development Department

- A. James Justus commented on the success of the November Walk and recommended having additional district walks covering additional areas of the district in the future.
- B. Natasha Salgado and Lizzie Rodriguez recommended that future meeting formats be moved to a hybrid model. In order to reach more community members and encourage additional participation an in-person and virtual meeting option were proposed.

3. American Rescue Plan Act (ARPA) Microgrant Capacity Building Program

Natasha Salgado, Community Engagement and Small Business Manager, Logan Heights CDC
Alex Southard, Small Business Engagement Specialist, Economic Development Department

- A. Alex Southard provided an overview of the ARPA Grant Program which includes an allocation of \$400,000 to the City of San Diego's FY22 budget. The funds will provide over 20 Non-profit organizations that work with small businesses additional resources focused on economic recovery related to the pandemic.
- B. Natasha Salgado highlighted the Logan Heights CDC \$20,000 ARPA Grant that funded events in the Logan Heights community which included Small Business Saturday, a tree lighting ceremony, and the purchase of eight (8) trash cans for the Logan Heights commercial corridor.

4. Urban Corps November & December Report

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

- A. In November Urban Corps removed 915 bags worth of trash from the district, removed 46 bulky items, trimmed 52 trees, removed 745 sq ft. of graffiti, and removed weeds on 9 blocks.
- B. In December removed 1,199 bags worth of trash from the district, 13 Bulky Items were removed, and trimmed 20 trees and 41 bushes, and conducted weed abatement on 13 blocks.

5. FY 2023 Budget

Sean Karafin, Program Manager, Economic Development Department

- A. Sean Karafin shared the FY22 Central Commercial MAD Budget and asked for community input on whether the items outlined reflected the priorities of the district and current needs in order to prepare the FY23 Budget.
- B. Natasha Salgado requested that a map be generated by Economic Development to track service distribution across the district.

6. Adjournment

The meeting was adjourned at 6:49 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.