



Board of Directors Meeting Agenda
Tuesday, February 13, 2024
5:30 PM – 6:30 PM

Please contact Tom Bui for assistance
619.629.0317.

Hosted In-Person → Key & Cleaver – 4727 University Ave San Diego CA 92105

- 1. Call to Order / Introductions**
- 2. Additions to the Agenda** **ACTION ITEM**
- 3. Acceptance of Board Meeting Minutes – Previous Month** **ACTION ITEM**
- 4. Approval of Financials – Previous Month** **ACTION ITEM**
- 5. Meeting Agenda** **ACTION ITEM**
 - a. Collect signed documents (Conflict of Interest, Expectations, and Rules and Responsibilities form)
 - b. Business Improvement District Sub-Committees (Current Month Update)
 - c. Approval of the City Heights Business Improvement District By-Laws
 - d. Board of Director Executive Committee Nominations
- 6. Staff Update (February 2024)** **INFORMATION ONLY**
 - a. Tom Bui, CHCDC Economic Development Program Manager (City Heights CDC) - Fierce and Kind Volunteer Event
- 7. Nonprofit Manager Update** **INFORMATION ONLY**
 - a. Manny Rodriguez, CHCDC Transportation & Planning Program Manager (City Heights CDC) - Construction Updates
- 8. Presenting “Business of the Month” Recognition** **INFORMATION ONLY**
- 9. Community & Governmental Liaison Reports** **INFORMATION ONLY**
 - a. Serafina Marquez, Community Relations Officer, Mid-City Division
 - b. Jeffrey Nguyen, District 9 City of San Diego CP Office - Business Storm Relief
 - c. Moana Alo, Assembly 79 Office
- 10. Announcements** **INFORMATION ONLY**
 - a. Required DEI & Anti-Harassment Trainings - Scheduled for TBD (scheduled date for board members).
 - b. Upcoming Community Events:
- 11. Non-Agenda Public Comment**
- 12. Adjourn**



Board of Directors Meeting Minutes
Tuesday, February 13, 2024
5:30 PM – 6:30 PM

Hosted In-Person → Key & Cleaver – 4727 University Ave San Diego CA 92105

1. Call to Order / Introductions Start 5:31PM

In Attendance:

Mazda Mehrasz – Dan’s Auto, Michael Rossler - Tower Bar, Mila Kristiansen- Business Advocate, Jennipher Hager – Key & Cleaver, Andrew Benavides – Cafeina Café

Natasha, Tom, Michelle, Ranielle, Manny Rodriguez – CHCDC
Alex Southard, Economic Development City of San Diego
Jeffrey Nguyen, District 9 City of San Diego CP Office
Serafina Marquez, Community Relations Officer, Mid-City Division
Moana Alo, State Assembly Member
Kevin Beza - Recycling

2. Additions to the Agenda

ACTION ITEM 5:32 PM

NA

3. Acceptance of Board Meeting Minutes – Previous Month

ACTION ITEM 5:34 PM

APPROVED

4. Approval of Financials – Previous Month

ACTION ITEM 5:34 PM

NA – Next month we will have financials available

5. Meeting Agenda

ACTION ITEM 5:35 PM

- a. Collect signed documents (Conflict of Interest, Expectations, and Rules and Responsibilities form)

Reminder: we will collect these at the end of the meeting 5:36PM

- b. Business Improvement District Sub-Committees (Current Month Update) 5:37PM

We will hold off on this until we have more board members at the meeting

- c. Approval of the City Heights Business Improvement District By-Laws 5:38 PM

Jennipher - 1st motion

Mila -2nd motion

All voted yes

5:40 PM MOTION APPROVED

- d. Board of Director Executive Committee Nominations 5:40PM

President 5:41PM

Mazda respectfully declined and spoke to how Michael should be president.

Michael accepts presidency – He has been in City Heights 22 years, part of the Business Association for 7 years, and the City Heights Planning Committee for several years. He runs social media promoting City Heights and wants to improve the community.

Mila -1st motion

Jennipher – 2nd motion

All vote yes

5:42 PM MOTION APPROVED

Vice President 5:44PM

Jennipher accepts nomination – loves City Heights and believes being part of community is important, but priority is Key & Cleaver

Mazda – 1st motion
Mila – 2nd motion
All vote Yes
5:48 PM MOTION APPROVED

Explanation of commitment for Executive Committee – The Executive Committee will hold a monthly meeting (doesn't have to be in person) and will guide the agendas during BID Board Meetings. 5:46 PM

Mazda – suggest moving Secretary and Treasurer vote to next meeting 5:50 PM
Jennipher question– can we add to the board, she has an interested person 5:51 PM
Natsha – We can have interested people start attending meeting and they can run for a position in November when we hold the Annual Meeting elections.

6. **Staff Update** (February 2024) **INFORMATION ONLY 5:55 PM**
a. Michelle, CHCDC Economic Development Program Manager (City Heights CDC) - Fierce and Kind Spirits Volunteer Event 5:55PM
Fierce and Kind is organizing an event in City Heights involving City Heights Businesses. They will give money to bartenders to spend money at select businesses. Next Tuesday 3:00PM – 6:00PM starting at Cafeina and ending at Black Cat.
Flood Relief Grant Update 5:56 PM

7. **Nonprofit Manager Update** **INFORMATION ONLY 6:01 PM**
a. Manny Rodriguez, CHCDC Transportation & Planning Program Manager (City Heights CDC) - Construction Updates
Contractor will prolong camera towers
City will look for funds for banners
Contractor is open to hanging decoration/ string lights

8. **Presenting “Business of the Month” Recognition** **INFORMATION ONLY 5:58 PM**
Tom – We will recognize a business every month and create a marketing video highlighting the business owner. In addition to highlight we will provide business support with whatever they may need.

Nominations

Michael – Red Sea Ethiopian has been there for 30 years, and business owner is there ever day
Jennipher – Eagle Market business owner is there everyday
Jennipher - Leona's Cucina Italia
Mazda – Sonny's
Michael - Key & Cleaver

9. **Community & Governmental Liaison Reports** **INFORMATION ONLY**
a. Serafina Marquez, Community Relations Officer, Mid-City Division Update 5:52 PM
Serafina is a resource for anything businesses may need. Crime statistics - robbery by juveniles near El Supers this month. She will reach out to crime suppression. Areas she is working on: homeless encampments and narcotics sales near 4600 University and Western Dental. Working with narcotics specialist.
b. Jeffrey Nguyen, District 9 City of San Diego CP Office - Business Storm Relief 6:02 PM
Construction
-Fransisco put a request for lighting and cameras, and signage, he will follow up on risk management
-Sink hole repaired 1/26
-Construction will move to South side in 2-3 weeks
Questions?

- Is it the same contractor – Yes
- Do they work on the weekends – Yes
- When will they start working again, they haven't been seen working since the rain event?
- Where and when City Heights sign be going up?
- People are parking on the half roundabout on Menlo at night.
- Can we have a consistent/ public schedule for businesses to know? - Reach out to Reema Boccia from two river strategies for schedule updates 6197262179 reema@tworivers.com

Storm Relief

-There was a question on how the grant will work. It is a reimbursement grant. Suggest going to SDBC for loans if business owner is struggling with payments before applying for grant.

c. Alex Southard 6:08PM

Storm Relief

- Grant will fund damages that you already have started to replace. Alex has the Funding guidelines available if anyone is interested. Application is open right now. **Not First Come First Serve**. The City will be reviewing applications on a rolling basis. They will look at who has the greatest need at the area that has been impacted the most.

c. Moana Alo, State Assembly Member 79 Office 6:11PM

Assembly Member Weber's office submitted 11 bills. Host 7 signature events every year. Next event is a book giveaway for kids. They will hold a book donation drop-off at Jackie Robinson and will only accept grade school-level books. Sign up for newsletter for updates on what their office is up to. Hopes to hold the annual Turkey giveaway in City Heights later in the year. Putting together a Senior Advisory (seniors 65+), nominations will be accepted until the end of the month and activation in March. Passed out flyers and business cards. She is here for business support. State Agency cannot accept money, but they have a nonprofit arm that can. Always accepting volunteers for their events.

10. **Announcements**

INFORMATION ONLY 6:18 PM

- a. Required DEI & Anti-Harassment Trainings - Scheduled for TBD (scheduled date for board members). **Keep on your radar for the next month. Working with NCRC to deliver trainings.**
- b. Upcoming Community Events:
 - i. Jennipher – community clean up in early March weather permitting. Looking to focus on University. Meeting on 54th and head towards Key & Cleaver where people can drop off bag and get a drink.

11. **Non-Agenda Public Comment 6:18 PM**

Josh, third generation owner, One Earth Recycling

- Looking to open a new location in City Heights. Off grid recycling center.
- Offers Drop off and pick up services. Recycles bottles, cans, industrial scrap, electronics etc.

HAPPY BIRTHDAY TO NATASHA 6:24 PM

12. **Adjourn 6:25 PM**