

City Heights Business Association  
Board of Directors Meeting  
4305 University Avenue, San Diego, CA 92105  
August 14, 2023  
12 – 1 pm

Board members present: Adriana Enloe (President), Au-Co Mai (Vice-President), Tom Vu Marsha Ruether, Julian Villegas.

Board members absent: Andrew Benavides, Maxine Zepeda

Staff present: Enrique Gandarilla, Jose Cervantes.

Others present: Viridiana Quintana (Economic Development Department), Evan Scheingross (Minimal Chaos), Francisco Peralta (D9), Officer Serafina Marquez, SDPD, Mary Joseph (MFJ Systems).

Meeting started at 12:00 pm. Adriana Enloe, CHBA President, chaired the meeting.

- Welcome and Introductions.
- Public Comment:
  - Viridiana Quintana provide some updates from Economic Development Department. She stated that businesses can reach out to her department with any questions or email them at [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov). They are planning a business walk on August 31<sup>st</sup>.
  - Officer Marquez introduced herself and explained her work as Community Relations Officer.
  - Francisco Peralta introduced himself and explained his work at D9. He has been communicating with the businesses impacted by the construction on University Ave. Jose asked Francisco if D9 could help CHBA get an update on the project from the project manager. Francisco mentioned that a public information officer was assigned to the project and a website was created to keep the public updated. Enrique stated that CHBA could add a link in the CHBA website. Jose provided some background on the outreach efforts when the project started.
- Action Items:
  - Vote to approve June 2023 financial statements: Au-Co made a motion to open discussion. Marsha seconded the motion. Julian requested some changes to the financial statements reporting format. After some discussion, the board voted unanimously to approve the June 2023 financial statements.

- Vote to approve July 2023 board meeting minutes. Marsha made a motion to open discussion. There was no discussion. The board voted unanimously to approve the July 2023 minutes.
- Staff Reports:
  - Enrique started discussion regarding an email from Julian where he expressed a desire for the board to be more of a “working board”. Enrique reminded the board of the City Heights Foundation and the current fund balance (approximately \$28,000) that can be used by the board for community projects. Enrique explained the history of the CHF and the difference between a 501c3 and a 501c6. There was discussion about raising funds for the CHF so that we don’t run out of funds.
  - Julian raised the question about how does the board get engaged? How does CHBA help the businesses? How do we raise more funds to implement programs that benefit the businesses and the community? How do we make the board meetings more like a working session and not just a reporting session? We should also consider having a development person.
  - Enrique brought up the CHBA equity as a possibility for paying for new projects.
  - Adriana suggested that the board schedule a meeting to discuss this topic at another meeting, perhaps online.
  - Evan updated the board on the changes to the website and the informational rack card that will be distributed to all businesses.
  - Jose updated the board on the Clean & Safe program services. There was discussion about the permanent yard sales (sidewalk vendors). We have received complaints about these vendors and the trash they leave behind. Jose also mentioned several hot spots that are of concern.
  - Officer Marquez updated the board on several violent incidents within the business district.
  - Au-Co asked about the bus bench in front of the 7 Eleven (corner of University and Fairmount). Jose provided an update on some of the issues with the homeless population loitering at the bench.
- The meeting was adjourned at 1:13 PM.