



*the*  
**BOULEVARD**

*El Cajon Boulevard Business Improvement Association*

**Annual Report**  
**2003**

## MISSION STATEMENT

*The El Cajon Boulevard Business Improvement Association is an association of local businesses committed to improving the physical and economic conditions along the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City San Diego.*

## BOARD OF DIRECTORS 2003

**Jacquelyn R. O'Connor, President**  
*Owner, O'Connor's Church Goods*  
3720 El Cajon Boulevard—(619) 283-2306

O'Connor's Church Goods has been a major presence on the Boulevard since 1964. Jackie has served on the Board for 15 years. Jackie also Chairs the Mid-City Transit Interchanges Project (MCTIP) Management Team. She also served as President of the Business Improvement District Council from 1990 - 2001 and remains active on its Board.

**Polly Gillette, Vice President**  
*Managing Director, Brattin Motors*  
4952 El Cajon Boulevard—(619) 286-1971

Brattin Motors has been at this location since 1965. Polly has been a member of the Board since 1988 and currently serves as Vice President. Polly also serves as Chair for the Design and Economic Restructuring Committees. She also serves on the /City Heights Redevelopment Project Area Committee.

**Jay F. Levine, Secretary**  
*Owner, PIP Printing*  
4555 El Cajon Boulevard—(619) 528-8000

Owner of PIP Printing, a 30 year old family business, Jay has served on the Board for 17 years. For the past 10 years he has been secretary for the association.

**Ricardo Alvarez-Malo, Treasurer**  
*Owner, El Pollo Loco*  
5415 El Cajon Boulevard—(619) 287-6797

Ricardo has owned El Pollo Loco since 1995. He has served on the Board for six years and as Treasurer since 2001.

**Sandra Boyer**  
*Owner, Independent Printers*  
2023 El Cajon Boulevard—(619) 294-6692

Sandra has owned Independent Printers for over 20 years and has been on the Board for four years.

**LeAnn Eldridge**  
*Business Relations Manager, Pearson Ford*  
4300 El Cajon Boulevard—(619) 521-2404

LeAnn has been with Pearson Ford for 14 years and has served on the Board for 11 years.

**Mary Maynor**  
*Branch Manager, US Bank*  
3560 El Cajon Boulevard—(619) 641-6510

This is Mary's first year on the board. She serves as the manager of the Mid-City US Bank branch, and has been with the company for two years.

## WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A BID is an assessment district approved by the City Council to perform agreed upon tasks within its boundaries. Once the BID is established by the City Council, each business license in the area is assessed a mandatory charge that is payable to the City at the same time as the business license. A business owner may pay \$60-\$90 per year, depending on the location and type of business, to support BID activities. The El Cajon Boulevard Business Improvement Association was established to:

- Organize civic events and decorate the streets and public spaces
- Work toward alleviating parking and traffic problems
- Improve the image of the area
- Facilitate and encourage revitalization projects
- Maintain a strong working relationship with the City of San Diego and elected officials

## ECBBIA STRUCTURE

Resource: *Main Street National Trust, About the Main Street Program* (Website)

ECBBIA follows the four point “*Main Street*” approach towards revitalization which is designed to the needs of the business community it serves. This strategy accomplishes the goals of the mission statement. In addition to the four committees, the ECBBIA is a community partner and hosts the meetings for:

<p><b>Organizational</b>—Develops policies, procedures and strategic planning; builds community support and cooperation with the many organizations, groups and individuals that have a interest in the revitalization.</p>	<p><b>Economic Restructuring</b>—Strengthens the district’s existing economic base; finds ways to expand this base and to meet new opportunities; addresses challenges from outlying development.</p>
<p><b>Promotions</b>—Creates special events which bring positive attention to the community; networking and advertising opportunities for the businesses; assists with the marketing of the commercial district to customers, new businesses, potential investors, community residents and visitors.</p>	<p><b>Design</b>—Enhances the physical appearance of the commercial district by rehabilitating historic buildings, creating pedestrian and streetscape appeal through landscaping and storefront improvements; encourages new construction and works within the community design guidelines.</p>

- **Mid-City Transit Interchanges Project (MCTIP)**—This project resulted from the development opportunities created by the construction of the I-15 freeway. The goal is transit-oriented development (TOD) along the I-15 corridor from south of University to north of El Cajon Boulevard. Included in this is the “Mid-City Transit Gateways Project”—the development of El Cajon Boulevard and University Avenue freeway bridge decks into transit and retail centers, and more recently, an application to the City to designate the Boulevard corners adjacent to Route 15 freeway as a pilot village.
- **Mid-City Parking Meter District #3**—ECBBIA is the responsible fiscal entity for this program. The District includes portions of College, City Heights, University Heights, North Park, Normal Heights, Kensington, Talmadge and Golden Hill communities. The District receives 45% of the funds collected from parking meters within the district. The funds may be used to improve parking conditions, induce traffic calming and increase pedestrian safety/mobility.
- **Mid-City Landscape and Maintenance District**—ECBBIA oversees the L&MD with the City of San Diego Department of Park and Recreation providing maintenance of streetscape and median plantings.

# THE YEAR IN REVIEW

## Organization

- Roni Kleinhen serves as Business Manager. Steve Aldana continues as our Data Manager.
- The Boulevard Business Improvement Association (BIA) continues to operate with a committee system (see description). All meetings are open to the public.

## Promotions

- The sixth annual Lunar New Year celebration will be held January 17th, 2004 at the Asia Business Center, and will be celebrating the year of the monkey. The Boulevard sponsors and helps promote the event.
- The quarterly Boulevard newsletter took on a new look this year. The newsletter is mailed out to over 1,000 business owners along the Boulevard, in addition to others who have a working relationship with the association.
- Difficulties in financing the Blast, usually held in September, have put it in jeopardy due to increased City charges, and a very complex grant application that tends to reward much larger events.
- The holiday lighting along the I-805 freeway bridges continues. The decorative lighting has been copied now throughout many areas in San Diego, with new bridges added every year by other business improvement districts and civic organizations.
- Banners continue to be displayed along the Boulevard. Look for a new banner design in the coming year.
- The Boulevard website ([www.theboulevard.org](http://www.theboulevard.org)) has been redesigned. The association's newsletter, as well as a wealth of other information is available on the site.

## Design

- Median landscaping is complete between the new Route 15 freeway and 43<sup>rd</sup> Street. The section between Texas Street and 30th Street is now in final design thanks to Councilmember Toni Atkins' work in assembling financing. It should be under construction within the next year. At that time this long-term improvement project

will be complete from Park Boulevard to Fairmount Avenue, a distance of over three miles.

- The design for the transit plaza on the new Route 15 freeway bridge deck is complete, and permits have been issued by the City and CalTrans. Construction will begin in 2004. Transit shelters, ornamental design features, lighting, noise reduction and pedestrian improvements are all part of the project.
- A sidewalk survey has been completed for the east section of the Boulevard. Costing about \$30,000 itself, the survey identified about four million dollars of work that would be necessary to completely rebuild the infrastructure there. Included in the cost is a substantial amount of drainage work that would be necessary to solve flooding problems that occur in the winter. The documents will be used to encourage the City to identify the funds necessary to get the job started.
- A new tree planting has been set for the blocks just east of Route 15. The planting should take place in the first quarter of 2004.
- The Association's Design Committee has prepared a plan to add about 30 ornamental streetlights along side streets within the bounds of the current lighting and landscaping districts. The two areas identified for the lights are along the north side of the Boulevard in Talmadge between 50th Street and Dawson Avenue, and along the south side of the Boulevard in Tera Alta between Central Avenue and Van Dyke Street. A third area is in the works.

## Economic Restructuring

- The Ford Regional Transportation Center, which is located at the southeast corner of El Cajon Blvd, opened August 8, 2002. The RTC houses an Alternative Fuel Vehicle (AFV) Showroom, an AFV Rental/ Demonstration Operation, an AFV Servicing Center, an AFV Fueling Station and Alternative Fuels Education Center.
- The Boulevard BIA has hosted a series of meetings of the Public Review Committee, charged with identifying the best approach to providing a new kind of bus rapid transit service along the Boulevard. Currently planned to connect San Diego State University to downtown, the service will have special boarding stations and

possibly a priority travel lane. The BIA has advocated for high frequency, safe service and also for a system of feeder busses to bring service closer to residents, and residents closer to our businesses. The Association has also expressed concern over the agency's desire to have a bus-only lane, fearing that it will create vehicular congestion and negative impacts on business.

- The Renaissance Project is under construction at the corner of El Cajon Boulevard and 30<sup>th</sup> Street. It includes about 100 senior apartments, and another 40 for-sale homes. Also included is retail space and a community center.
- A 90 unit senior housing/mixed use complex is planned for the northeast corner of Dawson and the Boulevard. The BIA has hosted a series of meetings regarding the parking access and building design as it relates to the Boulevard.
- The BIA meets regularly with the City Economic Development Department and Economic Development Corporation to pursue methods of bringing office development and additional employment to the Boulevard.
- A workshop was held November 8 to seek community input and consensus regarding potential preservation and development sites along the Boulevard in North Park. About 40 people including business owners, developers, community residents, and representatives from the City discussed the issues of development and preservation. The group agreed to document various sites that either should be preserved, have architectural interest, or could be suitable for new development. The primary criteria for identifying potential development sites included the availability of underutilized land. Both a map and a document identifying all those sites are in the works.
- The City Heights Redevelopment Project Area Committee continues to meet on a monthly basis, with Vice President Gillette our designated representative. Development activity currently occurring in City Heights includes the Metro Career Center, which will consist of 120 rental units on 39th Street and Polk Avenue (Metro Villas) and an 82,000 square foot building housing the San Diego Workforce Partnership on University Avenue (Metro Career Center), along with almost 500 off street parking spaces, two tot lot playgrounds and a day care center.
- The BIA continues to liaison with the City County Reinvestment Task Force to bring small business financing opportunities to the Boulevard. Please contact the

office if your business needs to secure financing at favorable rates.

## **Parking**

- The BIA continues as fiscal agent for the Mid-City Parking Management District. A number of projects are underway. The mission is to improve parking conditions along the Boulevard.
- About 30 unused driveways will soon be removed with the adjacent owner's permission and the curbs will be restored, creating about 30 additional parking places along the Boulevard.
- The BIA is assisting with petitioning owners to permit angled parking along Euclid Avenue north of the Boulevard. This is the first step in restriping wherever feasible to increase available parking.
- Every side street is currently being studied for purposes of installing angle parking wherever doing so will result in more spaces.
- The BIA participates in a City Manager designated task force, reviewing all City parking policies and recommending improvements, including better use of parking meters, with fairer rates.
- A partnership between the Boulevard and the Regional Transportation Center has made it possible to have parking meter cards in denominations of \$10 and \$45 to be sold 24 hours-a-day at the RTC Fuel Station located at El Cajon Blvd and Route 15. A reloading terminal is also on premises. Using parking meter cards allows you to recover the unused amount when you leave a parking space.

## **Mid-City Transit Interchanges Project (MCTIP)**

- The BIA has submitted two phases of an application to become a designated pilot village. The proposal is for mixed use development at the northeast and northwest corners of the Boulevard at the Route 15 freeway. Up to 700 new housing units could be built at the suggested sites along with retail and office space. The site is proposed to have totally underground parking.

# PROPOSED 2004 WORK PLAN

*The Boulevard BIA is involved in many ongoing activities and, from time to time, initiates new projects. Included below are some of the current and proposed activities. They are grouped according to the committee structure. Please see the schedule of regular meetings that is included in this report. The BIA is open to suggestions about other programs and projects that might make the Boulevard a better destination for shopping and business services. Please contact the office with suggestions or for details.*

## Organization

- Continue to recruit interested business owners into the organization and its committees.
- Produce a regular newsletter.
- Expand and upgrade the BIA web sites.
- Liaison with adjacent communities.

## Economic Restructuring

- Prepare and submit pilot village application that proposes to facilitate mixed use infill development adjacent to the new Route 15 freeway.
- Facilitate the increased use of small business financial assistance programs through collaborative programs and workshops.
- Facilitate new business and employment development, including infill housing, along the Boulevard.

## Parking

- Oversee the Mid-City Parking Management District and facilitate parking solutions.
- Produce and distribute parking newsletter.
- Install angle parking where feasible.
- Close abandoned driveways and add on-street parking.
- Continue participation in the City Manager's parking task force.

## Design

- Coordinate use of the City's Storefront Improvement Program with interested business and property owners.
- Continue tree planting along the Boulevard and adjacent side streets.
- Advocate for funding to repair and replace deteriorated sidewalks from Fairmount Avenue to 54<sup>th</sup> Street.
- Monitor construction of transit plazas on the Route 15 bridge deck.
- Install streetlights on side streets along the Boulevard.
- Continue to monitor LMD project and funds.

## Promotions

- Support the annual Lunar New Year and Tango events.
- Coordinate the annual holiday bridge lighting along the I-805 and Route 15 freeways.
- Install new street banners along the Boulevard.

EL CAJON BOULEVARD  
 BUSINESS IMPROVEMENT ASSOCIATION  
 Statement of Financial Position  
 June 30, 2003

EL CAJON BOULEVARD  
 BUSINESS IMPROVEMENT ASSOCIATION  
 Statement of Activity  
 For the Year Ended June 30, 2003

ASSETS

<b>Current Assets:</b>	
Cash	\$ 31,580
Accounts Receivable (Note 3)	69,768
Prepaid Expenses	5,093
Total Current Assets	<u>106,441</u>
<b>Fixed Assets:</b>	
Equipment	10,955
Accumulated Depreciation	(4,001)
Fixed Assets (Net)	<u>6,954</u>
<b>Other Assets:</b>	
Rent Deposit	1,530
<b>Total Assets</b>	<u>\$ 114,925</u>

LIABILITIES AND NET ASSETS

<b>Current Liabilities</b>	
Accounts Payable	\$ 5,264
Payroll Taxes Payable	374
Deferred Revenue	16,885
Advances (Note 4)	16,828
Total Liabilities	<u>39,351</u>
<b>Unrestricted Net Assets</b>	<u>75,574</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 114,925</u>

CHANGES IN UNRESTRICTED NET ASSETS

<b>Revenue (Note 2):</b>		General Fund
Governmental Funding:		(Unrestricted)
BID Assessments	\$	84,260
Small Business Enhancement Program Grant		30,332
Community Development Block Grant - Expense Reimbursement		45,114
T.O.T. Grant		8,470
Parking Meter District		79,997
Mid-City Transit Gateway's		2,130
Total Governmental Funding		<u>250,303</u>
<b>Other Revenue:</b>		
Donations		8,693
Other		2,838
Interest Earned		76
Total Other Revenue		<u>11,607</u>
<b>Total Revenue</b>		<u>261,910</u>
<b>Expenses:</b>		
Program		217,327
General and Administrative		9,808
<b>Total Expenses</b>		<u>227,135</u>
<b>Increase in Unrestricted Net Assets</b>		<u>34,775</u>
<b>Net Assets Beginning of Year</b>		<u>40,799</u>
<b>Net Assets End of Year</b>		<u>\$ 75,574</u>

**Note:** The above Statements of Financial Position and of Activity are from the financial statements audited by The Guerrero Company, CPA firm. These statements are on file at the offices of the El Cajon Boulevard Business Improvement Association at 3727 El Cajon Boulevard, San Diego, CA 92105

## COMMITTEE MEETING SCHEDULE

Board of Directors	2nd Thursday	5:00 PM
Business Improvement District Council	4th Thursday—Bank of America Tower 450 B St, Suite 710	7:30 AM
Design Committee	2nd Wednesday	4:30 PM
Economic Restructuring	4th Thursday	11:30 AM
Parking Meter District	4th Wednesday	12:30 PM
Organizational/Executive Committee	1st Wednesday—1 week prior to Board Meeting	5:00 PM
Promotions	1st Tuesday	12 Noon

*All meetings are held at the Boulevard Offices, 3727 El Cajon Boulevard, unless otherwise noted. Meeting dates and times are subject to change. Please call 619-283-3608 to confirm dates and times.*



**3727 El Cajon Boulevard • San Diego, CA 92105**

[www.theboulevard.org](http://www.theboulevard.org)

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