

**CITY OF CALEXICO  
BUSINESS IMPROVEMENT DISTRICT  
SPECIAL MEETING AGENDA**

**August 6, 2019**

Fernando "Nene" Torres Council Chambers  
608 Heber Ave.  
Calexico, CA 92231

5:00 P.M.

**Members:**

Jesse Gallardo  
Christopher Gomez Wong  
Jesus Lopez  
Linda Lara  
Armando Martinez

**City Council:**

Bill Hodge, Mayor  
David Romero, Mayor Pro-Tem  
Rosie Arreola-Fernandez, Councilmember  
Morris Reisin, Councilmember  
Lewis Pacheco, Councilmember

Miguel Figueroa, Assistant City Manager

David Dale, City Manager

**AGENDA**

**CALL TO ORDER AND ATTENDANCE**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**ANNOUNCEMENTS/PUBLIC COMMENTS/PUBLIC APPEARANCES**

**(Not to Exceed 3 Minutes)**

This is the time for the public to address the Business Improvement District on any item not appearing on the agenda. The Chairperson will recognize you and when you come to the microphone, please state your name and place of residence for the record. While members of the public are encouraged to participate, it is unlawful to disturb or delay the meeting with personal or slanderous remarks. The Business Improvement District is prohibited by State law from taking action or discussing items not included on the printed agenda. Please direct your questions and comments to the Commission.

**PRESENTATION**

1. Calexico Boxing Academy as presented by Bardo Gutierrez
2. Parents Athletic League as presented by Carmen Estrada

**APPROVAL OF CONSENT AGENDA**

- 3. Business Improvement District Minutes for Meeting of May 17, 2019 and May 21, 2019.


**DISCUSSION AND POTENTIAL ACTION ITEMS**

- 4. Discussion/Action: Strategy for Downtown cleanup: installation of two (2) gates at the alley on Rockwood Avenue between First and Second Street.
- 5. Discussion/Action: Strategy for Downtown cleanup: rent two (2) portable restrooms for public use.
- 6. Discussion: Status update Rockwood Plaza Promenade
- 7. Discussion: BID Master Calendar

**ADJOURNMENT**

It is the intention of the City of Calexico to comply with the Americans with Disabilities Act in all respects. If you are a person with a disability who requires a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, please request such modification or accommodation from the City Clerk at (760) 768-2102. Notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting. Please advise us at the time whether you will require accommodations to participate in meetings on a regular basis. Any person affected by any application on this agenda may submit their concerns in writing prior to the meeting or appear in person and be heard in support or opposition to the proposal at the time the matter is considered on the agenda. The staff reports, applications and environmental documents may be viewed at either the office of the office of the City Clerk, 608 Heber Avenue from 8:30 a.m. until 5:30 p.m. Monday through Thursday, except legal holidays. Telephone inquiries may be made at (760) 768-2102. If you challenge any agenda issue in court, you may be limited to raising only those issues that you or someone else raised at the public meeting described in this notice, or in written correspondence delivered to the City of Calexico at, or prior to, the public meeting.

This notice of the agenda is hereby certified to have been posted on or before 5:30 p.m. on August 1, 2019.



*FOR  
Veronica Luna*

Veronica Luna, Board Secretary

5:00 p.m. / August 1, 2019  
Time/Date

**Next meeting date: To be determined**

**THE CITY OF CALEXICO BUSINESS IMPROVEMENT DISTRICT MET IN SPECIAL SESSION ON THE 17<sup>TH</sup> DAY OF MAY, 2019 AT 12:00 P.M. AT THE FERNANDO “NENE” TORRES COUNCIL CHAMBERS, 608 HEBER AVENUE, CALEXICO, CALIFORNIA.**

**CALL TO ORDER**

Chairman Lopez called the meeting to order at 12:04 p.m.

**ATTENDANCE:**

Chairman: Jesus Lopez  
Vice-Chairman: Armando Martinez  
Member: Christopher Gomez Wong - arrived at 12:06 p.m.  
Member: Linda Lara

**ABSENT:**

Member: Jesse Gallardo

**PLEDGE OF ALLEGIANCE**

Chairman Lopez led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

Motion was made by Chairman Lopez to approve the agenda as presented. Motion was seconded by Member Martinez and passed by the following vote to wit:

AYES: Lopez, Martinez, Lara  
NOES: None  
ABSENT: Gallardo, Wong  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS:**

No public comments at this time.

**CONSENT AGENDA:**

APPROVAL OF BUSINESS IMPROVEMENT DISTRICT MINUTES FOR MEETING OF APRIL 5, 2019.

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Motion was made by Chairman Lopez to approve the Business Improvement District minutes for meeting of April 5, 2019. Motion was seconded by Member Wong and passed by the following vote to wit:

AYES: Lopez, Wong, Martinez, Lara  
NOES: None  
ABSENT: Gallardo  
ABSTAIN: None

**DISCUSSION AND POTENTIAL ACTION ITEMS:**

DISCUSSION: DEBRIEFING 8<sup>TH</sup> ANNUAL CAR SHOW/DIA DE LAS MADRES CELEBRATION.

Mr. Dominguez gave a presentation on both events. Mr. Dominguez stated that the event was advertised on the radio, television and throughout the city. He estimated that there were between 6,000-7,000 people in attendance, in previous years there has been about half of that amount.

Mr. Dominguez stated that for the mother's day event they gave out 450 corsages and that both business owners and mothers in attendance were very happy. Mr. Dominguez stated that he would have liked to have had more time for the mariachi to play at each location, something to plan for next year's event.

DISCUSSION/ACTION: APPROVE PROPOSED CITY OF CALEXICO DOWNTOWN ACTION PLAN.

Mr. Figueroa stated that several departments came together to create this plan and one of the things that was being looked at was the closure to vehicle traffic on Rockwood Avenue, between 1<sup>st</sup> and 2<sup>nd</sup> streets. Mr. Figueroa stated that in discussing this matter with other departments, one option was to relocate the parking of taxis up on Rockwood Avenue between 2<sup>nd</sup> and 3<sup>rd</sup> Streets. Another option that was suggested was to have the taxis park on the west portion of 1<sup>st</sup> Street between Rockwood Avenue and Paulin Avenue.

Mr. Figueroa stated that the closure of Rockwood Avenue would create Rockwood Plaza Promenade which would include new business development opportunities, a pedestrian pathway that attracts new events. Improvements to the alley between 1<sup>st</sup> and 2<sup>nd</sup> Streets are also included in this plan.

Mr. Figueroa stated that back in 1984 a master plan for downtown was developed, which included uniform colors for business façades, lighting that would be used for the businesses' in downtown along with other items. Mr. Figueroa stated that these items are relevant to the BID as they can be part of a long term master plan for downtown.

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Mr. Figueroa also stated that city administration has been approached by several businesses to pay public safety services out of their own pockets for downtown. Mr. Figueroa stated that he spoke with the city attorney and it was determined that the BID could manage a program for these services. The commissioners in attendance agreed and were content with all the items that were discussed.

Motion was made by Chairman Lopez to approve the proposed City of Calexico downtown action plan. Motion was seconded by Member Lara and passed by the following vote to wit:

AYES: Lopez, Lara, Martinez, Wong  
NOES: None  
ABSENT: Gallardo  
ABSTAIN: None

**DISCUSSION/ACTION: PLANNING AND IMPLEMENTATION OF SCAG SUSTAINABLE COMMUNITIES GRANT.**

Mr. Figueroa stated the city applied to this grant program which was spearheaded by Ms. Lily Falomir, Public Works Manager, for the Rockwood Avenue Promenade. The City received an award letter for this grant from SCAG in the amount \$200,000. Mr. Figueroa also stated that a consultant would be assigned to the City to facilitate the process. The consultant will also be undertaking the responsibility of conducting a survey with the businesses downtown which will serve as feedback as to what we need to know in terms of the plan of what we are going to do at the Rockwood Plaza Promenade.

**DISCUSSION/ACTION: SATURDAY'S NIGHT LIFE IN CALEXICO AS PRESENTED BY SANDRA ZEPEDA.**

Ms. Sandra Zepeda presented her proposed downtown event, stated that she has previously done two events at the Garcia Center. Ms. Zepeda also stated that she has participated in many events and in talking with people concluded that this event will help create events for people to attend to in the summer months. Ms. Zepeda stated that the dates she has in mind are June 15th and July 6th.

The commission decided to bring this item back next week on a special meeting in order to have time to review it and be able to make a decision.

**DISCUSSION/ACTION: APPROVE BUSINESS IMPROVEMENT DISTRICT MEETING CALENDAR 2019-2020.**

Mr. Figueroa informed the commission that along with the meeting calendar for 2019-2020, the bylaws have also been included. Mr. Figueroa also stated that the bylaws state that the BID is to meet on the 2<sup>nd</sup> Thursday of each month, but the commissioners need to designate a time that suits everyone. All commissioners present agreed with the dates and agreed to set the time to 6:00 p.m.

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Motion was made by Chairman Lopez to approve the Business Improvement District meeting calendar 2019-2020 and set the meeting time to 6:00 p.m. Motion was seconded by Member Martinez and passed by the following vote to wit:

AYES: Lopez, Martinez, Wong, Lara  
NOES: None  
ABSENT: Gallardo  
ABSTAIN: None

**DISCUSSION/ACTION: DEVELOP BUSINESS IMPROVEMENT DISTRICT MASTER CALENDAR OF EVENTS.**

Mr. Figueroa informed the commission that a master calendar of events needed to be developed and brought back to this commission for ratification.

Mr. Tony Dominguez stated that about 4 years ago they had a program called 50/50 in which the BID paid 50 percent and the business owners paid the other 50 percent to advertise their business in El Lechugon paper. Member Martinez stated that he liked the idea and for Mr. Dominguez to provide a proposal for this commission to review at a future meeting.

Motion was made by Chairman Lopez to approve the development of a Business Improvement District master calendar of events. Motion was seconded by Member Martinez and passed by the following vote to wit:

AYES: Lopez, Martinez, Lara, Wong  
NOES: None  
ABSENT: Gallardo  
ABSTAIN: None

**ADJOURNMENT**

There being no further business, meeting was adjourned at 1:35 p.m.

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Jesus Lopez, Chairman

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Veronica Luna, Commission Clerk

**THE CITY OF CALEXICO BUSINESS IMPROVEMENT DISTRICT MET IN SPECIAL SESSION ON THE 21<sup>ST</sup> DAY OF MAY, 2019 AT 12:00 P.M. AT THE FERNANDO "NENE" TORRES COUNCIL CHAMBERS, 608 HEBER AVENUE, CALEXICO, CALIFORNIA.**

**CALL TO ORDER**

Chairman Jesus Lopez called the meeting to order at 12:01 p.m.

**ATTENDANCE:**

Chairman: Jesus Lopez  
Vice-Chairman: Armando Martinez  
Member: Jesse Gallardo  
Member: Christopher Gomez Wong  
Member: Linda Lara

**PLEDGE OF ALLEGIANCE**

Assistant City Manager Miguel Figueroa led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

Motion was made by Chairman Lopez to approve the agenda as presented. Motion was seconded by Member Wong and passed by the following vote to wit:

AYES: Lopez, Wong, Martinez, Gallardo, Lara  
NOES: None  
ABSENT: None  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS:**

No public comments at this time.

**DISCUSSION AND POTENTIAL ACTION ITEMS:**

**DISCUSSION/ACTION: SATURDAY'S NIGHT LIFE IN CALEXICO AS PRESENTED BY SANDRA ZEPEDA.**

Mr. Figueroa stated that this item was brought back from the previous meeting. Ms. Zepeda stated that she has participated in many events in other cities and sees how well those do and how it brings the community together, which is something that she would like to see here. Ms. Zepeda stated that she has the vendors and bands for the event, but she still needs portable restrooms, lighting, help with closing the street, advertising, and stage. Ms. Zepeda stated that she has a quote for both advertising and stage.

Mr. Figueroa stated that the city will work with her and make this event possible. Mr. Figueroa also stated that if this commission decides to award her any funds, she will need to bring in the

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invoices so that staff can process payment to them directly due to the city not providing funds directly to her.

Motion was made by Chairman Lopez to assist Mrs. Zepeda with \$2,000 for the Saturday's Night Life in Calexico event to be held in downtown on June 15, 2019. Motion was seconded by Member Wong and passed by the following vote to wit:

AYES: Lopez, Wong, Martinez, Lara, Gallardo  
NOES: None  
ABSENT: None  
ABSTAIN: None

**DISCUSSION/ACTION: DOWNTOWN BUSINESS PROMOTION PROGRAM AS PRESENTED BY TONY DOMINGUEZ**

Mr. Dominguez gave a brief presentation regarding the downtown promotion program. Mr. Dominguez presented the commission with two options/packages which featured different items and different prices. Mr. Dominguez also informed the commission that this program is for three months and will start in July.

Motion was made by Chairman Lopez to approve option/package #2 in the amount of \$3,150 per month for three months starting in July. Motion was seconded by Member Gallardo and passed by the following vote to wit:

AYES: Lopez, Gallardo, Martinez, Wong, Lara  
NOES: None  
ABSENT: None  
ABSTAIN: None

**ADJOURNMENT**

Motion was made by Chairman Lopez to adjourn meeting. Motion was seconded by Member Martinez and passed by the following vote to wit:

AYES: Lopez, Martinez, Gallardo, Wong, Lara  
NOES: None  
ABSENT: None  
ABSTAIN: None

There being no further business, meeting was adjourned at 1:04 p.m.

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Jesus Lopez, Chairman

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Veronica Luna, Commission Clerk