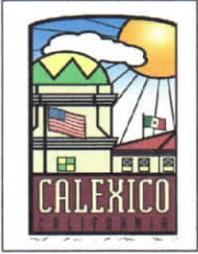


**AGENDA  
ITEM**

**4**



# AGENDA STAFF REPORT

**DATE:** November 20, 2019  
**TO:** Mayor and City Council  
**APPROVED BY:** David B. Dale, City Manager *DD*  
**PREPARED BY:** Miguel Figueroa, Assistant City Manager *Mf*  
**SUBJECT:** Ratification of Business Improvement District Commission Minutes for Meeting of April 5, 2019, May 17, 2019, May 21, 2019, August 6, 2019, September 10, 2019 and October 1, 2019.

=====

**Recommendation:**

Ratification of Business Improvement District Commission Minutes for Meeting of April 5, 2019, May 17, 2019, May 21, 2019, August 6, 2019, September 10, 2019 and October 1, 2019.

**Background:**

Commission staff liaison shall prepare minutes of the proceedings of each Business Improvement District Commission Meeting and present to the commission for approval. Once approved, a copy of the signed minutes is submitted for Council ratification.

**Discussion & Analysis:**

Attached minutes of the Business Improvement District Commission for Meeting of April 5, 2019, May 17, 2019, May 21, 2019, August 6, 2019, September 10, 2019 and October 1, 2019 have been approved by the commission and signed by the chairperson for ratification by Council.

**Fiscal Impact:** None.

**Coordinated With:** None.

**Attachments:**

Minutes for Economic Development/Financial Advisory Commission Meeting of April 5, 2019, May 17, 2019, May 21, 2019, August 6, 2019, September 10, 2019 and October 1, 2019.

AGENDA  
ITEM  
4

**THE CITY OF CALEXICO BUSINESS IMPROVEMENT DISTRICT MET IN SPECIAL SESSION ON THE 5<sup>TH</sup> DAY OF APRIL, 2019 AT 12:00 P.M. AT THE FERNANDO "NENE" TORRES COUNCIL CHAMBERS, 608 HEBER AVENUE, CALEXICO, CALIFORNIA.**

**CALL TO ORDER**

Assistant City Manager Miguel Figueroa called the meeting to order at 11:57 a.m.

**ATTENDANCE:**

Chairman: Jesus Lopez  
Vice-Chairman: Armando Martinez  
Member: Jesse Gallardo - arrived at 12:40 p.m.  
Councilmember: Morris Reisin

**ABSENT:**

Member: Christopher Gomez Wong

**PLEDGE OF ALLEGIANCE**

Benjamin Horton led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

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

AYES: Reisin, Lopez, Martinez  
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 NOVEMBER 9, 2016.

Motion was made by Member Martinez to approve the Business Improvement District minutes for meeting of November 9, 2016. Motion was seconded by Member Reisin and passed by the following vote to wit:

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

**DISCUSSION AND POTENTIAL ACTION ITEMS:**

**DISCUSSION REGARDING BUSINESS IMPROVEMENT DISTRICT RESPONSIBILITIES, ASSESSMENT OF NEEDS AND SERVICES.**

Mr. Figueroa presented the members with an ordinance and resolution passed, approved and adopted by the Calexico City Council establishing the Calexico Business Improvement District. Members were asked to review and if there need to be changes those can be done at a later meeting.

**ELECTION OF BUSINESS IMPROVEMENT DISTRICT OFFICERS**

Mr. Figueroa stated that it was very important that the Business Improvement District elect a Chairperson and a Vice-Chairperson so that they can carry out the meetings.

Motion was made by Councilmember Reisin to nominate Member Lopez as Chairman. Motion was seconded by Member Martinez and passed by the following vote to wit:

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

Motion was made by Councilmember Reisin to nominate Member Martinez as Vice-Chairman. Motion was seconded by Member Lopez and passed by the following vote to wit:

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

**DISCUSSION BUSINESS IMPROVEMENT DISTRICT FINANCIAL REPORT.**

Mr. Figueroa informed the members that the balance of the Business Improvement District budget is \$64,177.00, which the commission can consider for any events, services, etc.

DISCUSSION OF 2019 DOWNTOWN CAR SHOW FESTIVAL AND DIA DE LAS MADRES CELEBRATION.

Mr. Tony Dominguez made a brief presentation regarding both events. He presented the board members with a proposal for each event. After a brief discussion it was agreed to lower the amount of both proposals.

Motion was made by Chairman Lopez to approve \$6,500.00 for the Car Show Festival and \$1,500.00 for Dia De Las Madres celebration. Motion was seconded by Councilmember Reisin and passed by the following vote to wit:

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

DISCUSSION CALEXICO DOWNTOWN ACTION PLAN

Mr. Figueroa informed the members that staff has worked on developing an action plan for downtown for the past nine months. This is a proposal to solve several problems that the city has in downtown which include hygiene, illegal transportation (raiteros), and not being able to attract new business. Mr. Figueroa also stated that the city has been able to secure \$200,000 from the Southern California Association of Governments (SCAG) Sustainable Communities. These funds are authorized specifically for Rockwood Avenue between 1<sup>st</sup> and 2<sup>nd</sup> Street and the city is looking at closing that portion of the street and make a pedestrian plaza which would include ornamental street lighting, planters, commerce/recreation area, new taxi stop area, wall light for alleys, street bicycle station among other improvements.

Mr. Figueroa stated that this is just a concept of what the city is looking at doing but would like the members to provide their comments and ideas. Member Gallardo wanted to know when this project will commence and Mr. Figueroa responded that by July 1<sup>st</sup> all departments that need to be involved will meet. BID members and members from the audience also gave their ideas on how to make downtown cleaner.

City Manager David Dale stated that as part of this plan there are a few items that can be implemented immediately, for instance parking is one of those items and the relocation of taxis is another one. Mr. Dale stated that the input of the members is very important.

DISCUSSION OF REMEDIATION OPTIONS TO RESTORE DOWNTOWN RESTROOMS.

Mr. Figueroa presented the members with a packet that contained a proposed estimate for the 1<sup>st</sup> Street restroom rehab project. Included in this packet is the estimate of the improvements and also includes pictures of the restrooms as they are now. Mr. Figueroa also stated that at this time we could begin discussing as to how we are going address these problems.

Council member Reisin stated to bring this item back on the next agenda for further discussion.

**ADJOURNMENT**

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

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

There being no further business, meeting was adjourned at 1:45 p.m.

  
\_\_\_\_\_  
Jesus Lopez, Chairman

  
\_\_\_\_\_  
Veronica Luna, Commission Clerk

**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.

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 brief presentation on both events. Mr. Dominguez stated the car show was a successful event despite the heat. 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 there is a taxi company that parks on Rockwood Avenue to pick up their clientele and illegal transportation services is also taking place. 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 and Paulin Avenues.

Mr. Figueroa stated that the closure of Rockwood Avenue would be Rockwood Plaza Promenade which would include business development, a pedestrian pathway, attract new events as well as holding nighttime events. The alley between 1<sup>st</sup> and 2<sup>nd</sup> Streets is also included in this plan.

Mr. Figueroa stated that back in 1984 a master plan for downtown was developed, which included colors for the façade, lighting that would be used for the business' in downtown along with other items. Mr. Figueroa stated that he bring these items up so that the BID can take the lead and come up with a master plan and tie it into the action plan.

Mr. Figueroa also stated that city administration has been approached by several business's to pay out of their own pockets to have one police officer patrol in downtown. Mr. Figueroa stated that he spoke with the city attorney and it was determined that the BID would have to pay for this directly.

Mr. Figueroa stated the three items that were discussed during this presentation are 1) the downtown action plan; 2) BID taking the lead on a masterplan for downtown; and 3) the interest of business' to pay for a police officer to patrol downtown.

The commissioners present all agreed and were content with all the items that were discussed but they also agreed that they needed more time to discuss all of these.

Motion was made by Chairman Lopez to approve item one, the proposed City of Calexico downtown action plan and bring the other two options to a future meeting. 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 for this grant, 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 beginning this summer 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.**

Mrs. Sandra Zepeda stated that she has previously done two events at the Garcia Center. Mrs. Zepeda also stated that she has participated in many events and in talking with people came to the conclusion that there is nothing to do in Calexico, especially during the summer months. Mrs. Zepeda stated that she had first thought about having these events at a park but then thought about downtown and bring the community together. Mrs. Zepeda stated that the dates that she has in mind are June 15 and July 6. She stated that the June 15 event it will be a Battle of the Bands. She will have local bands participating along with different food, arts and crafts vendors. Mrs.

Zepeda stated that she would like to have these events on Rockwood Avenue between 2<sup>nd</sup> and 3<sup>rd</sup> Streets.

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.

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

MAY 17, 2019

**ADJOURNMENT**

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

  
\_\_\_\_\_  
Jesus Lopez, Chairman

  
\_\_\_\_\_  
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. Mrs. Sandra Zepeda stated that one of the reasons why she chose to have events in downtown was because of there are no such things here in this city. Mrs. 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. Mrs. 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. Mrs. Zepeda stated that she has a quote for both advertising and stage. Mrs. Zepeda stated that she is here today asking for any type of assistance that the city can provide her with.

MAY 21, 2019

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 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. Tony Dominguez stated that he would donate the advertisement for the Battle of the Bands event in the El Lechugon paper. Mr. Dominguez gave a brief presentation regarding the downtown promotion program about how it started and how it works. 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

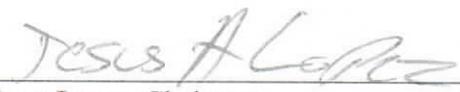
**ADJOURNMENT**

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.

  
\_\_\_\_\_  
Veronica Luna, Commission Clerk

  
\_\_\_\_\_  
Jesus Lopez, Chairman

**THE CITY OF CALEXICO BUSINESS IMPROVEMENT DISTRICT MET IN SPECIAL SESSION ON THE 6<sup>TH</sup> DAY OF AUGUST, 2019 AT 5:00 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 5:06 p.m.

**ROLL CALL**

**PRESENT**

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

**ABSENT**

Member: Christopher Gomez Wong

**PLEDGE OF ALLEGIANCE**

Chairman Jesus 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, Gallardo, Lara  
NOES: None  
ABSENT: Wong  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS**

No public comments at this time.

**PRESENTATIONS**

**CALEXICO BOXING ACADEMY**

Mr. Bardo Gutierrez gave a brief presentation on the Calexico Boxing Academy. Mr. Gutierrez stated that they are a non-profit organization that has been running now for about 4 ½ years and currently have between 50-60 participants. The academy normally charges \$10.00 per person but not everyone has the means to pay and they do not turn anybody away. Mr. Gutierrez is asking for any type of assistance the commission can provide, i.e. donation of equipment, or uniforms. Mr. Gutierrez stated that the location where the academy is at currently has no air conditioning. Mr. Gutierrez stated that rent is \$465 per month and the previous owner let them go without paying rent for several months, but this is a new owner and he is charging rent on a monthly basis. Mr. Gutierrez stated that they currently do not have the funds to pay for

AUGUST 6, 2019

rent and asked the commission if they had a warehouse the academy could utilize. Mr. Gutierrez thanked the commission for giving him the opportunity to be heard.

City Manager David Dale informed the commission they cannot make a decision on this due to the fact that it is not an action item on the agenda.

Member Martinez stated that the academy is good for the community and good for the kids to continue to have something to do and keep out of trouble. Member Martinez also asked Mr. Gutierrez to provide an estimate amount for equipment, uniforms and rent.

Member Gallardo asked Mr. Gutierrez if it could be possible to advertise the businesses in return for paying the monthly rent fee and Mr. Gutierrez responded that was a great idea would not be a problem advertising.

Chairman Lopez stated that he would like to bring this item back on the next meeting as an action item and bring the estimate for the equipment, uniforms and rent.

### PARENTS ATHLETIC LEAGUE

Ms. Carmen Estrada provided a slideshow of past events regarding the Parents Athletic League. Ms. Estrada stated that she has been the director of this organization for the past 11 years. During this time, she has adopted four parks and has put up fencing, lighting, trash containers, planted trees and is currently negotiating with the City Manager on building restrooms. Ms. Estrada stated that the leagues for under 18-year olds do not have to pay a fee but she does charge the adults \$10.00 to participate. Ms. Estrada stated that at this moment she is asking the commission for a donation of \$2,850 to assist with the park rental fee, which the City is charging for the adult league to use the fields.

Several members were not in agreement that the city is charging the adult league only and that after all Ms. Estrada has done, she is still being charged a park fee to be able to use the City's fields.

City Manager David Dale stated that the city has a fee structure just like any other city and fees were matched to the school district's fee structure. Mr. Dale stated that the amount that Ms. Estrada is asking for is for the use of two fields for 10 weeks. Mr. Dale stated that the reason why a lot of these leagues don't use the school fields is that the school district charges a fee to use their fields. Mr. Dale stated that the city charges for the use of the fields because they get a lot of complaints regarding the fields not being in good condition. Mr. Dale stated that the city does not have the funds to pay for lighting and field maintenance. Mr. Dale stated that the city is currently working on an agreement with Ms. Estrada on building restroom facilities at Cordova Park in exchange that the city would not charge her for the use of the fields for a certain amount of time. Mr. Dale stated that the city would buy the materials and she would provide the labor, due to her knowing a lot of people who are contractors and engineers.

Ms. Estrada stated that she is asking for monetary assistance in the amount of \$2,850 to help pay for the usage of the fields which is due to the city on September 1, 2019.

Member Gallardo asked Ms. Estrada if it would be possible to advertise the businesses in return for assisting her with the amount that she needs and Ms. Estrada responded that would not be a problem.

Ms. Celia Lopez stated that she is the coach and coordinator for the special needs league, which starts in September and has about 20 children. Ms. Lopez also stated that they are in need of benches, shades and uniforms. Ms. Lopez stated that the league would be very grateful with any type assistance the commission can provide.

Chairman Lopez stated that no action could be taken at this time but would like to bring this item back on the next meeting as an action item.

Member Martinez asked the commission and audience members if we could have one minute of silence in memory of the recent mass shooting victims.

### CONSENT AGENDA

APPROVAL OF BUSINESS IMPROVEMENT DISTRICT MINUTES FOR MEETING OF MAY 17, 2019 AND MAY 21, 2019.

Motion was made by Chairman Lopez to approve the Business Improvement District minutes for meeting of May 17, 2019 and May 21, 2019. Motion was seconded by Member Martinez and passed by the following vote to wit:

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

### DISCUSSION AND POTENTIAL ACTION ITEMS

DISCUSSION/ACTION: STRATEGY FOR DOWNTOWN CLEANUP: INSTALLATION OF TWO (2) GATES AT THE ALLEY ON ROCKWOOD AVENUE BETWEEN FIRST AND SECOND STREET.

Councilmember Morris Reisin stated that he is proposing to put a gate in the alley in downtown right next to Jack in the Box (Rockwood Avenue). Councilmember Reisin stated the cost for this gate is \$4,100.00 and will be reimbursed by Republic Services in January when they sign the new contract. Councilmember Reisin stated that the reason why this item should be considered now is because a third party is looking to begin cleaning downtown alleys.

Motion was made by Chairman Lopez to approve the installation of two (2) gates at the alley on Rockwood Avenue between First and Second Street. Motion was seconded by Member Gallardo and passed by the following vote to wit:

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

DISCUSSION/ACTION: STRATEGY FOR DOWNTOWN CLEANUP: RENT TWO (2) PORTABLE RESTROOMS FOR PUBLIC USE.

Councilmember Morris Reisin stated that this quote was too high and that he would work on this because he remembers when he was the chairman of this commission the amount paid was \$1,200 - \$1,300 per year for the use of 11 portable restrooms.

AUGUST 6, 2019

Member Gallardo asked why there was only one quote and why there were no RFP's sent out. Member Gallardo stated that additional quotes should be presented at the next regular meeting.

Motion was made by Chairman Lopez to move this item to the next commission meeting. Motion was seconded by Member Martinez and passed by the following vote to wit:

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

**DISCUSSION: STATUS UPDATE ROCKWOOD PLAZA PROMENADE**

City Manager David Dale stated the city received \$200,000 in grant funds for the design work on the Rockwood Plaza Promenade and SCAG is planning to get the consultant on board sometime later this year. Mr. Dale also stated that they will be taking the downtown action plan to the city council for review and approval in September and will also include the relocation of taxis to 1<sup>st</sup> Street.

**DISCUSSION: BID MASTER CALENDAR**

City Manager Dale stated that there are currently four items on the master calendar and was instructed to ask the commission if they wanted to add anything or make any changes to it. It was commented that the parade needs to be changed to December and the car show changed to April.

All members agreed that there were no other changes needed at this time.

Mr. Dominguez provided a status update presentation on the 50/50 program.

**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, Lara
NOES:	None
ABSENT:	Wong
ABSTAIN:	None

There being no further business, meeting was adjourned at 6:25 p.m.




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Veronica Luna, Commission Clerk




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Jesus Lopez, Chairman

**THE CITY OF CALEXICO BUSINESS IMPROVEMENT DISTRICT MET IN SPECIAL SESSION ON THE 10<sup>TH</sup> DAY OF SEPTEMBER, 2019 AT 8:30 A.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 8:39 a.m.

**ROLL CALL**

**PRESENT**

Chairman: Jesus Lopez  
Vice-Chairman: Armando Martinez  
Member: Jesse Gallardo – arrived at 8  
Member: Linda Lara

**ABSENT**

Member: Christopher Gomez-Wong

**PLEDGE OF ALLEGIANCE**

Chairman Jesus Lopez led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

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

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

**ANNOUNCEMENTS/PUBLIC COMMENTS**

No public comments.

**DISCUSSION AND POTENTIAL ACTION ITEMS**

**DISCUSSION/ACTION: RELOCATION OF THE MEXICO INDEPENDENCE DAY CELEBRATION ON SEPTEMBER 13, 2019 FROM DOWNTOWN TO CRUMMETT PARK.**

Police Chief Gonzalo Gerardo stated that a meeting was held last week regarding this event and it was determined by the Police, Fire and Public Works departments that it was more suitable to have the event at Crummett Park. Chief Gerardo stated that if the event was to be held in downtown the sections to be roped off was very large and needed to start at 6:00 a.m., so basically business in downtown would come to a halt. Chief Gerardo also stated that staff time would be costly and that due to the 200 invitations to Mexican

SEPTEMBER 10, 2019

dignitaries sent out by the Consulate, security is an issue. Chief Gerardo stated that he would need to ask for assistance from other agencies and also bring in a metal detector.

Several members voiced their concerns and even talked about cancelling. Chairman Lopez stated that even if the event is cancelled the expenses would still need to be paid.

Motion was made by Chairman Lopez to approve the relocation of the Mexico Independence Day celebration from downtown to Crummett Park. Motion was seconded by Member Martinez and passed by the following vote to wit:

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

**ADJOURNMENT**

There being no further business, meeting was adjourned at 8:53 a.m.

  
Jesus Lopez, Chairman

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Veronica Luna, Commission Clerk

**THE BUSINESS IMPROVEMENT DISTRICT MET IN SPECIAL SESSION ON THE 1<sup>ST</sup> DAY OF OCTOBER, 2019 AT 5:30 P.M. AT THE FERNANDO “NENE” TORRES COUNCIL CHAMBERS, 608 HEBER AVENUE, CALEXICO, CALIFORNIA.**

**CALL TO ORDER**

BID Chair Mr. Lopez called the meeting to order at 5:32 p.m.

**ATTENDANCE:**

Chairman: Jesus Lopez  
Vice-Chairman: Armando Martinez  
Mayor: Bill Hodge  
City Council Member: Morris Reisin

BID Member: Chris Wong – Absent

**PLEDGE OF ALLEGIANCE**

BID Chair Mr. Lopez led those present in the Pledge of Allegiance.

**APPROVAL OF AGENDA**

Mayor Hodge made a motion to approve the agenda as presented. BID Chair Lopez seconded the motion and passed by the following vote to wit:

AYES: Lopez, Martinez, Hodge, Reisin  
NOES: None  
ABSENT: Wong  
ABSTAIN: None

**ANNOUNCEMENTS/PUBLIC COMMENTS:**

None at this time.

**BOARD MEMBER COMMENTS:**

None at this time.

**DISCUSSION AND POTENTIAL ACTION ITEMS:**

**1. DISCUSSION: PUBLIC SAFETY/SECURITY SERVICES FOR THE BID AREAS.**

City Manager David Dale advised the BID members that currently the BID fund balance is at \$36,600. City Manager Dale further reported that Chief of Police Gerardo had provided numbers on how much it would cost the hiring of two (2) Community Service Officers (CSO's) to patrol the downtown area. City Manager Dale reported that it would cost approximately \$18,400 per fiscal quarter to hire two (2) full-time CSO's.

BID Vice-Chair Martinez stated that he did not want to rush and act on something that was so important. Vice-Chair Martinez stated that he would like to meet with the Chief of Police, and discuss this issue at length and maybe come up with different options. BID Chair Lopez agreed with Vice-Chair Martinez on the importance of this topic and would like to continue to research options with the Chief of Police. City Council Member Reisin

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advised that the BID funds were for the promotion of the downtown business, NOT for paying salaries. Vice-Chair Martinez stated that he understood this, and that is why he wanted to research other options with the Chief of Police. City Council Member Reisin further stated that Allied Waste would be providing funding for a full-time Code Enforcement Officer for downtown come January 2020. BID Chair Lopez also stated that he understood that the Downtown Action Plan was not just a BID matter, and should also be discussed with the boards and commissions. BID Chair Lopez advised that this matter be continued for further discussion. Mayor Hodge made the motion to continue discussion for next month's meeting. Motion was seconded by BID Chair Lopez and passed by the following vote to wit:

AYES:	Lopez, Martinez, Hodge, Reisin
NOES:	None
ABSENT:	Wong
ABSTAIN:	None

At this time Mr. Jesse Gallardo was asked to come and sit with the BID members by Vice-Chair Martinez. Mr. Gallardo advised that he could not sit with the BID board since he had been "fired" from the BID board. Mr. Gallardo stated that he found out he had been fired from the BID board upon reading the Calexico Chronicle, in which Mayor Hodge was quoted in comments he had made of Mr. Gallardo's behavior in prior meetings. Mayor Hodge denied calling Mr. Gallardo as being "toxic". Mr. Gallardo asked the BID's Chair and Vice-Chair if he had ever treated them in a threatening manner. Both BID Chair Lopez and Vice-Chair Martinez denied being mis-treated by Mr. Gallardo. Vice-Chair Martinez asked if Mr. Gallardo could just be taken out of the board, without the BID board members' input. Both Mayor Hodge and City Council Member Reisin advised that it was the appointing council member's prerogative to dismiss their appointee. With this information at hand, BID Chair Lopez ended the discussion, but did advise that he also did not agree with the way Mr. Gallardo had been dismissed from the board.

## 2. DISCUSSION: APPROVAL OF \$6,500 FOR THE 2019 HALLOWEEN CARNIVAL IN DOWNTOWN.

Mr. Jayson Hisel, resident of Imperial, California, introduced himself as a Lucha Libre promotor, (see attached business card). Mr. Hisel advised that he wanted to bring this Lucha Libre event to Calexico and for the community, but especially for the children. Mr. Robert Pena also introduced himself and explained how this event came about and how himself and Mr. Hisel had been discussing on having such an event. After some discussion Mr. Pena and Mr. Hisel decided to approach the BID for assistance in having this event on Halloween Day as a carnival in downtown Calexico. Mr. Hisel advised that he would be providing a haunted house, a rock en espanol band for entertainment, and other entertainment. Mr. Pena advised that the plans are for the wrestling ring to be placed at the center of the street, with open areas all around (no seating would be provided), so that the public/fans could experience a true wrestling event. Mr. Hisel presented a draft flyer of the event, (see attached).

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Mr. Tony Pimentel reported to the BID members that he would be doing the marketing for the event and would be doing posters, a press conference, media, passing out flyers at the local schools. Mr. Pimentel presented the BID members with a of what his services would be for the event, (see attached).

Mr. Hisel advised that the event would be held on Halloween Day, from 6pm to 10pm, and would be free to the public. Along with the lucha libre event, treats for the children would be given away, a costume contest would also be held.

BID Chair Lopez asked if a break-down of the budget could be provided. Mr. Hisel advised that due to the short notice of the special meeting, he had not prepared anything to present to the BID board, but he could have something available early the next day. Vice-Chair Martinez stated that he would like to see numbers on the cost, such as cost for security, the marking, etc. Vice-Chair Martinez further stated that he does not like to work in this manner, making decisions without having information available. Vice-Chair Martinez stated that as representative of the BID, he needed justification for all expenses because he needed to justify his decision to the community and residents. Mayor Hodge advised that the BID board could take a vote now and on "good faith" received the cost break-down the next day as Mr. Hisel had stated.

Mr. Gallardo requested to speak on the matter, after being granted consent, he stated that these downtown events do nothing for his downtown business; they're always too late in the evening and he felt that the downtown vendors did not benefit from them. Mr. Gallardo stated that he has made his feelings known about these events, and unless more concessions were given to the downtown vendors, he would make it his mission to make sure that the downtown vendors do not participate in this event. Mr. Pena got up from his seat and addressed Mr. Gallardo and stated that this was an event for the community and for the children, and could not believe that Mr. Gallardo would be against it. After various comments from both Mr. Gallardo and Mr. Pena, BID Chair Lopez had to address the meeting that he was calling a point of order.

After some a brief discussion, City Council Member Reisin motioned to provide the requested \$6,500 to the Lucha Libre promoters for the Halloween Carnival. The motion was seconded by Mayor Hodge. Vice-Chair Martinez stated he would approve the request with the condition that a cost break-down be provided as soon as possible. Motion was passed by the following vote to wit:

AYES:	Lopez, Martinez, Hodge, Reisin
NOES:	None
ABSENT:	Wong
ABSTAIN:	None

### 3. DISCUSSION: APPROVAL FOR FUNDING OF \$1,000 FOR TOYS FOR THE CALEXICO CHRISTMAS PARADE.

Mayor Hodge addressed the BID members on the funding of \$1,000 for the purchase of toys to be given away after the Christmas Parade. Mayor Hodge advised that he supported

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this request and these toys would be given away to needy children in the community. The list of children would be provided by the Family Resource Center. City Council Member Reisin advised that he also supported this request, and made the motion to approve the request. Motion was second by BID Chair Lopez, and passed by the following vote to wit:

AYES: Lopez, Martinez, Hodge, Reisin  
NOES: None  
ABSENT: Wong  
ABSTAIN: None

**ADJOURNMENT**

There being no further business, meeting was adjourned at 6:43 p.m. Motion to adjourn the meeting was made by BID Chair Lopez and seconded by City Council Member Reisin.

  
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Jesus Lopez, BID Chair

  
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Martha L. Gomez, Deputy Clerk