

RESOLUTION NUMBER R- 316137

DATE OF FINAL PASSAGE APR 22 2025

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO APPOINTING THE FISCAL YEAR 2026  
ADVISORY BOARDS FOR SPECIFIED PARKING AND  
BUSINESS IMPROVEMENT AREAS.

RECITALS

The Council of the City of San Diego (Council) adopts this Resolution based on the following:

A. In accordance with the Parking and Business Improvement Area Law of 1989 and/or its predecessor law (California Streets and Highways Code sections 36500-36551) (1989 Act), the following seventeen parking and business improvement areas were established by and in the City of San Diego to annually levy and collect assessments on businesses located within the specified areas to finance certain improvements and activities within such areas (each, a 1989 Act District and collectively, 1989 Act Districts):

1. Adams Avenue Business Improvement District (Ordinances O-16479; O-18087; O-19749);
2. City Heights Business Improvement District (Ordinance O-16918);
3. College Area Business Improvement District (Ordinances O-18263; O-18539);
4. Diamond Business Improvement District (Ordinances O-18262; O-18540);
5. East Village Business Improvement District (Ordinance O-19881);
6. El Cajon Business Improvement District (Ordinance O-16480);
7. El Cajon Boulevard Business Improvement District (Ordinance O-16919);
8. Gaslamp Quarter Business Improvement District (Ordinances O-15647; O-17664);
9. Hillcrest Business Improvement District (Ordinances O-16230; O-17340);

10. La Jolla Business Improvement District (Ordinances O-17458; O-17803);
11. Little Italy Business Improvement District (Ordinances O-18374; O-18541);
12. Mission Hills Business Improvement District (Ordinance O-17229);
13. North Park Business Improvement District (Ordinances O-16481; O-19780);
14. Ocean Beach Business Improvement District (Ordinance O-17248);
15. Old Town Business Improvement District (Ordinance O-18208);
16. Pacific Beach Business Improvement District (Ordinances O-18373; O-18542);  
and
17. San Ysidro Business Improvement District (Ordinance O-18612).

B. In accordance with the Parking and Business Improvement Area Law of 1965 (California Streets and Highways Code sections 36000-36081) (1965 Act), that certain parking and business improvement area named the “Downtown Improvement Area” (Downtown District) was established by and in the City of San Diego (Ordinances O-10450; O-10774) to annually levy and collect assessments on businesses located within the specified area to finance certain improvements and activities within such area (the 1989 Act Districts and the Downtown District are sometimes each, individually, referred to in this Resolution as a District and, collectively, as the Districts).

C. California Streets and Highways Code section 36530 requires that the Council appoint a business or merchants association as an advisory board for each 1989 Act District to, among other things, provide recommendations to the City on the expenditure of assessment revenues for such 1989 Act District.

D. Council Policy 900-07 provides for the Council to appoint an advisory board for each 1989 Act District on an annual basis, as part of the Council's annual confirmation of each 1989 Act District's budget.

E. For administrative consistency with the 1989 Act Districts, the City annually appoints an advisory board for the Downtown District in the same manner as it appoints advisory boards for the 1989 Act Districts and as allowed by the 1965 Act.

F. The Office of the City Attorney prepared this Resolution based on the information provided by City staff (including information provided by affected third parties and verified by City staff), with the understanding that this information is complete and accurate.

**ACTION ITEMS**

Be it resolved by the Council of the City of San Diego:

Each of the following organizations is appointed as the advisory board for the District identified next to the name of each organization below for Fiscal Year 2026, commencing on July 1, 2025, and continuing through and including June 30, 2026:

**Association**

Adams Avenue Business  
Association, Inc.

City Heights Community  
Development Corporation

College Area Economic  
Development Corporation

County of San Diego Black Chamber  
of Commerce

Downtown San Diego Partnership,  
Inc.

**Business Improvement District**

Adams Avenue

City Heights

College Area

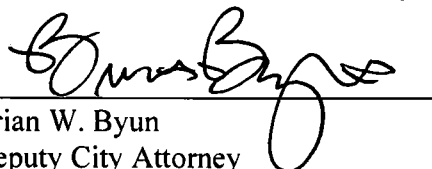
Diamond

Downtown

East Village Association, Inc.	East Village
El Cajon Boulevard Business Improvement Association	El Cajon
El Cajon Boulevard Business Improvement Association	El Cajon Boulevard
Gaslamp Quarter Association, Inc.	Gaslamp Quarter
Hillcrest Business Improvement Association, Inc.	Hillcrest
La Jolla Village Merchants Association	La Jolla
Little Italy Association	Little Italy
Mission Hills Business Improvement District	Mission Hills
North Park Organization of Businesses, Inc.	North Park
Ocean Beach Merchant's Association, Inc.	Ocean Beach
Old Town San Diego Chamber of Commerce	Old Town
The Pacific Beach Community Development Corporation dba Discover Pacific Beach	Pacific Beach
Small Business Advisory Board	San Ysidro

APPROVED: HEATHER FERBERT, City Attorney

By

  
\_\_\_\_\_  
Brian W. Byun  
Deputy City Attorney

BWB:nja  
02/24/2025  
Or. Dept: Economic Development  
Doc. No. 3983226

I certify that the Council of the City of San Diego adopted this Resolution at a meeting held on  
APR 14 2025

DIANA J.S. FUENTES  
City Clerk

By Connie Patterson  
Deputy City Clerk

Approved: 4/21/25  
(date)

Todd Gloria  
TODD GLORIA, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on APR 14 2025, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henry L. Foster III	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kent Lee	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raul A. Campillo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage APR 22 2025

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

TODD GLORIA  
Mayor of The City of San Diego, California.

DIANA J.S. FUENTES  
City Clerk of The City of San Diego, California.

(Seal)

By Linda Krueger, Deputy

Office of the City Clerk, San Diego, California

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