TREBA | TULLY ROAD & EASTRIDGE BUSINESS ASSOCIATION

October Meeting Minutes

Meeting Type: Regular Board Meeting
Date: Wednesday, October 14, 2026
Time: 10:38AM - 12:46PM
Location: Hybrid - In Person at Moveable or Zoom
Chairing: Christina Bui
Attendees: Christina Bui, An Ngo, Dilpreet Bhandal, Eric Perez, Isabel Saralleno, Diana Vo, Ian Orozco, Carolina Medina, Minh Tran, Anh Nguyen, Captain Jesse Aragon, Jairo Olvera, Anthony Howell, Ana Antonio, Dennis Morris, Jeffrey Ruiz
Absent: Bien Doan, Lt. Mike Pina, Benjamin Roschke, Maria Perez-Cid, Lady Benites, Kathleen Podrasky

---

1. CALL TO ORDER

Chair Christina Bui called the meeting to order at **10:38 AM**. Introductions were conducted for in-person and online attendees.

2. PUBLIC PARTNER UPDATES

2.1 Councilmember Bien Doan's Office (Ian Orozco)

Ian introduced himself as a representative of Councilmember Bien Doan's office and invited TREBA to share concerns affecting District 7 businesses.

The Board discussed recurring litter and dumping concerns near a gas station and car wash along Tully Road, across from the former Carl's Jr. location. TREBA requested assistance identifying and contacting the property owner to address the issue.

The Board also recognized the successful grand opening of Pho San Jose and continued interest in supporting new businesses along the corridor.

2.2 Councilmember Domingo Candelas' Office Carolina Medina)

Carolina announced the upcoming Fall Family Festival at Lake Cunningham, scheduled for October 24, from 10:00 AM to 2:00 PM. The event will include a resource fair, trick-or-treating, free pumpkins, and a rock-climbing wall.

TREBA discussed possibly supporting the event through candy donations. Carolina also confirmed that Councilmember Candelas' office was aware of TREBA's upcoming Cà Phê & Bánh event.

The Board briefly discussed continuing coordination with District 8 regarding TREBA's possible expansion.

2.3 Office of Economic Development (Minh Tran)
Minh provided updates on business resources and the Business Improvement District (BID).

- **Free Legal Services**: The request for proposals has closed, and the selection process is nearing completion.
- **BID Assessments**: Assessment collections and disbursements continue without reported issues. TREBA will need to review its current revenue and spending plans ahead of the next BID renewal.
- **Storefront Grant**: The program is temporarily paused while an audit is completed. Minh clarified that eligible storefronts must be street-facing or externally visible; businesses located entirely inside a mall do not qualify.

TREBA Expansion Discussion
Minh explained that formally expanding TREBA's BID boundaries would require restarting the formation process, including business outreach, revised boundaries, updated planning documents, and City approvals.

The Board reviewed two main approaches:

- Reestablish the existing BID with expanded boundaries, which could temporarily interrupt assessment disbursements.
- Form a separate business association or BID for the additional area while maintaining TREBA's existing operations.

The Board expressed concerns about the workload, funding interruption, and impact on existing services. Members also discussed the possibility of exploring other BID structures in the future.

No decision or formal vote was taken. Further planning was recommended before proceeding.

2.4 San Jose Police Department (Captain Jesse Aragon, Foothill Division)
Captain Aragon reported public safety activity in the TREBA corridor from September 1 through October 12.

- **302** total calls for service
- **73** reported incidents

- **6** arrests
- **11** cases submitted for District Attorney review
- **14** incidents at 2200 Eastridge Loop

Reported activity included theft, trespassing, vehicle theft, robberies, burglaries, and narcotics-related incidents.

Captain Aragon also discussed concerns regarding unhoused individuals and trespassing near businesses on Tully Road. He emphasized the importance of reporting incidents through police dispatch rather than relying solely on emails to officers.

A follow-up meeting was discussed with affected business owners at **1692 Tully Road**, with TREBA expressing interest in participating to support communication between businesses and SJPD.

2.5 Onview Security (Jairo Olvera)
OnView provided updates regarding TREBA's two security camera trailers.

- The trailer previously damaged by a vehicle was repaired by OnView at no cost to TREBA.
- The trailer near Eastridge experienced a brief technical issue, which has since been repaired.
- Both trailers remain operational, with monitoring and security dispatch activity continuing.
- OnView introduced additional AI-supported monitoring features to identify suspicious activity near vehicles and parking areas.

The Board discussed improving access to monthly activity reports, obtaining information needed to insure the trailers, and following up on integration with SJPD's Fusus camera system.

OnView also introduced smaller, pole-mounted camera systems as a potentially more affordable alternative to purchasing another trailer.

No purchase was approved.

2.6 Team San Jose (Anthony Howell)
Anthony shared that Visit San Jose offers free marketing support for local businesses and community events through event listings, newsletters, digital promotion, and social media.

He encouraged TREBA to submit event details as early as possible to increase promotional opportunities.

Additional updates included:

- **Visit San Jose BASH**: November 12, featuring business networking and a discussion about AI applications for businesses.
- **2027 Heritage Culinary Campaign**: A marketing initiative highlighting San Jose's culturally significant restaurants, family recipes, and immigrant-owned food businesses.

TREBA expressed interest in connecting local restaurants and upcoming activities with Visit San Jose's marketing team.

2.7 East Valley Family YMCA (Ana Antonio and Denise Morris)
Ana and Denise shared upcoming YMCA activities, including the October Spooktacular event, a cultural potluck on October 30, and future youth programming.

The Board discussed continuing a partnership with the YMCA to potentially organize a community 5K or fun run in 2027.

TREBA also discussed providing promotional support and representation at YMCA events.

---

3. APPROVAL OF MINUTES
The Board reviewed the September 2026 meeting minutes.

Motion: Approve the September 2026 Board Meeting Minutes.

Second: Recorded.

Vote: All recorded votes in favor; no opposition.

Motion passed.

---

4. TREASURER'S REPORT
The Treasurer reviewed September's financial activity.

Reported receipts included approximately **$9,500** in City funds, sponsorship income, and an additional **$11,600** credit. A total of approximately **$56,700** was referenced during the financial review.

Expenses included routine operating costs such as OnView, New Organization Landscaping, Google Workspace, Mailchimp, QuickBooks, meeting supplies, and banking fees.

Additional expenses included TREBA-branded decals, Secretary of State filing costs, and equipment purchased for the upcoming Cà Phê & Bánh event.

Motion: Approve the September 2026 Financial Report.

Second: Recorded.

Vote: All recorded votes in favor.

Motion passed.

The September financials were approved.

---

5. NEW BUSINESS

5.1 Small Business Resources
Treasurer An Ngo shared information about an upcoming SBA lending seminar at Cathay Bank.

The Board also discussed TREBA's partnership with TMC Community Capital and its $5,000 Milestone Loan Program, which provides financing opportunities for eligible small businesses and entrepreneurs.

TREBA expressed interest in organizing a future workshop with TMC Community Capital and sharing program information with local businesses.

5.2 Board Membership / Secretary Vacancy
The Board noted that TREBA is still seeking a Board Secretary.

Isabel Sarellano provided an update regarding her business relocation. She remains in operation but has not secured a permanent storefront within the TREBA corridor.

The Board discussed temporarily holding her board participation and voting status while she continued searching for a new location. The matter will be revisited in approximately one month, including whether formal written notice or resignation documentation is necessary.

No formal removal or resignation vote was recorded.

5.3 TREBA Storage Space
The Board continued discussing the need for a dedicated storage location for TREBA's event supplies and equipment, which are currently stored at Chair Christina Bui's residence.

Possible storage options included commercial storage units, available spaces at Eastridge, and opportunities to share space with another business.

The Board agreed to continue reviewing affordable options. No lease or storage expense was approved.

5.4 New Businesses / Website Improvements
The Board recognized several new businesses along the TREBA corridor, including Pho San Jose, Tapioca Express, Any Burger, Seafood Bay, and other recently opened businesses.

Members discussed improving how TREBA promotes businesses through its website, including a searchable business directory, featured businesses, restaurant listings, maps, and QR codes.

The Board agreed that professional assistance would be beneficial for redesigning and improving TREBA's website.

Motion: Begin searching for a professional website designer or developer to update TREBA's website.
Vote: All recorded votes in favor.
Motion passed.

The Board will research potential developers and review costs before making a financial commitment.

5.5 Clean and Safe / TREBA Branding
The Board discussed continued cleaning efforts along the corridor and ongoing concerns with litter near certain commercial properties.

TREBA-branded vehicle decals have been added to help identify its cleaning services. Branded worker vests are also planned.

The Board discussed coordinating with District 8 and appropriate City departments regarding additional cleanup concerns.

5.6 FIFA / Sports Authority Grant Update
Diana reported that all participating businesses have submitted the required invoices and receipts for the FIFA 2026 / Sports Authority grant.

The documentation will be forwarded for processing, with approximately $15,000 in reimbursement funds expected.

Each eligible participating business is expected to receive $2,000, with the remaining funds returning to TREBA as applicable.

5.7 501(c)(3) Foundation Update

Diana provided an update on the process of establishing TREBA's 501(c)(3) nonprofit foundation.

The Secretary of State paperwork has been submitted under the name Tully Community Foundation. The Board discussed whether the foundation's name should be revised to TREBA Community Foundation to better reflect its connection to the business association.

The proposed name will be reviewed before further action.

Diana also confirmed that TREBA's tax filing was completed through Instax Financials, with a filing cost of $250.

5.8 Proposed Bylaw Amendments / Board Procedures
Diana presented proposed updates to TREBA's bylaws and board procedures to clarify meeting schedules, attendance confirmations, and agenda preparation.
The proposed changes include:

- Establishing the regular meeting schedule as the second Wednesday of each month.
- Requesting board attendance confirmation approximately two weeks before meetings.
-Finalizing the agenda approximately one week before meetings.

The Board requested that the proposed amendments be distributed to all board members for review.

The formal motion and adoption were deferred to the next meeting.

5.9 Cà Phê & Bánh / Lion Plaza Coffee Pop-Up
Diana provided final updates for Cafe en Ban, scheduled for Saturday, October 17, at Lion Plaza, from 9:30 AM to 1:30 PM. The event will feature Vietnamese-inspired coffee and bakery vendors, community engagement, and raffle opportunities.

Board members and community representatives were invited to attend the opening portion of the event, with remarks and media activities expected between 9:30 AM and 10:00 AM.

Councilmember Domingo Candelas and Supervisor Sylvia Arenas were expected to attend.

5.10 Upcoming Events / Fundraisers
The Board reviewed several upcoming community activities:
- East Valley YMCA Spooktacular
- Fall Family Festival at Lake Cunningham, October 24
- Eastridge anime/cosplay event and Halloween attractions

- San Jose Barracuda Lunar New Year-related partnership planning
- San Jose Sharks Vietnamese Heritage Night in March 2027

TREBA will continue coordinating outreach, promotional opportunities, and potential partnerships.

5.11 Halloween Block Party Sponsorship
The Board discussed a request from Ryan and Christine of Movable for TREBA to help support their community Halloween Block Party on Flint Avenue.

The proposed support consisted of sponsoring two event banners displaying TREBA's logo.

Motion: Approve TREBA's sponsorship of two banners for the Halloween Block Party.
Vote: All recorded votes in favor.
Motion passed.

5.12 Clarice Drive Garden Fundraiser
Diana reported that the Clarice Drive Garden project is approaching its grant reporting deadline. Approximately $466.80 remains from the $2,000 grant. The Board discussed using the remaining funds for garden signage, subject to grant requirements.

A final progress report and reconciliation of remaining funds will be completed.

5.13 Future TREBA Mixer
The Board briefly discussed planning another business mixer rather than a larger gala.

Potential locations included Pho San Jose, Lion Plaza, and other corridor businesses. The Board agreed to revisit possible dates and locations at a future meeting.

No formal motion or vote was taken.

---

6. PUBLIC COMMENT

The Board opened the floor for public comment.
No additional formal public comments requiring Board action were recorded.

---

7. ADJOURNMENT

The meeting adjourned at **12:47 PM**.

---

8. NEXT MEETING DATE

Wednesday, November 11, 2026 (Reschedule due to Veteran’s Day)