CITY COUNCIL
HOUSING AUTHORITY AND
SUCCESSOR AGENCY TO THE EL CAJON
REDEVELOPMENT AGENCY

Ronald Reagan
Community Center
195 E. Douglas Ave.
El Cajon, CA 92020

City Council's Downtown Car Show & Downtown El Cajon Property-Based Improvement District Workshop Agenda

FEBRUARY 24, 2025 - 6:00 p.m.

Bill Wells, Mayor
Gary Kendrick, Mayor Pro Tem
Steve Goble, Councilmember
Michelle Metschel, Councilmember
Phil Ortiz, Councilmember

Graham Mitchell, City Manager
Vince DiMaggio, Assistant City Manager
Marisol Thorn, Deputy City Manager
Morgan Foley, City Attorney
Angela Cortez, City Clerk

CALL TO ORDER: Mayor Bill Wells

PLEDGE OF ALLEGIANCE TO THE FLAG AND MOMENT OF SILENCE

REPORT:

1. Workshop about Downtown Car Show and the Downtown El Cajon Property-Based Improvement District

   RECOMMENDATION:
   That the City Council conducts a workshop and provides direction.

ADJOURNMENT: The Downtown Car Show & Downtown El Cajon Property-Based Improvement District Workshop of the El Cajon City Council/El Cajon Housing Authority/Successor Agency to the El Cajon Redevelopment Agency held this 24th day of February 2025, is adjourned.

City Council
Agenda Report

DATE: 02/11/2025

TO: Honorable Mayor and City Councilmembers

FROM: Graham Mitchell, City Manager

SUBJECT: Workshop about Downtown Car Show and the Downtown El Cajon Property-Based Improvement District

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RECOMMENDATION:

That the City Council conducts a workshop and provides direction.

BACKGROUND:

The purpose of this workshop is to review the Downtown El Cajon Car Show (Cajon Classic Cruise Car Show), explore opportunities for its improvement, and receive direction from the City Council. Staff will provide an overview of the car show, along with a presentation from the Downtown El Cajon Business Partners' contractor that has managed the event.

To encourage participation and idea generation, staff recommends a facilitated group activity to gather input from workshop attendees. The ideas generated, along with the direction provided by the City Council, will help shape the development of a Request for Proposal (RFP) for Car Show Management.

Additionally, staff will present a report on key considerations related to the Downtown El Cajon Property-Based Improvement District (PBID). Following the presentation, staff will seek City Council direction on the following:

- PBID Renewal – Timing, potential modifications to the assessment, and any concerns
- Long-Term PBID Management
- Agreement with Downtown El Cajon Business Partners, Inc.

City Council input will guide the City's efforts to enhance the downtown area, attract new businesses, and increase property values and revenues.

CALIFORNIA ENVIRONMENTAL QUALITY ACT:

The discussion of the El Cajon Property-Based Improvement District and the Cajon Classic Cruise Car Show is not a project subject to the California Environmental Quality Act ("CEQA") because it is a procedural, administrative step in the process.

FISCAL IMPACT:
None.

Prepared By: Graham Mitchell, City Manager
Reviewed By:
Approved By: N/A