



**Board of Director's Meeting  
AGENDA – Wednesday July 20, 2016  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
(Lunch Provided by **Elsa's Kitchen** (7022 El Cajon Boulevard))
- 2. Presentation: SANDAG, *Let's Keep San Diego Moving Forward*** **INFORMATION ONLY**
- 3. Comment/ Community Updates** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 5. Request for Additions to the Agenda** **ACTION ITEM**
- 6. Acceptance of Board Meeting Minutes –June 2016** **ACTION ITEM**
- 7. Approval of Financials – June 2016** **ACTION ITEM**
- 8. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (July 2016)
  - b. BOO! Parade Committee (July 2016)
  - c. Marketing Committee – (July 2016)
  - d. MAD Committee (July 2016)
  - e. Executive Committee(July 2016)
  - f. Monthly Activity Report (July 2016)
- 9. Announcements:** **INFORMATION ONLY**
  - a. **Workshop: 8:30am on Wednesday, July 27, 2016 at the College Area Business District Office.** Google Workshop to help business owners optimize search results for their business using the Google platform.
- 10. Adjourn**

\*The Board may take action on any item on the agenda unless it is noted as being an "Information Only" Item.

**College Area Business District  
Board of Director's Meeting Minutes  
4704 College Avenue, San Diego, CA 92115  
July 20, 2016**

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Harold Webber, Mike Trunzo, Natasha Englehardt, Amir Rezai, Lynn Owens, Pat Geary, Lillian Palmer, Tony Konja, Teri Featheringill, Pat Mueller, Alex Mickle, Bruce Robertson, Nicole Borunda, Jim Schneider (Staff), and Emily Paddock (Staff).

**Absent:** Andrew Kootman and Len Regan

**Others Present:** Jose Reynoso (CACC), John Steffen (SDPD), Chris Pearson (City Council District 9), Eric Young (Office of Mayor Faulconer), Arnie Garcia (SDG&E), Terry Hoskins (SDPD), Kiran Kaur (SANDAG), Elisa Arias (SANDAG), and Victoria Floyd (County of SD).

Paul Russo mentioned and thanked Elsa's Kitchen for Catering the Board of Director's lunch.

1. **Call to Order at 12:30pm**
2. **Presentation – SANDAG:** SANDAG presented on the ballot measure, included in the November vote, regarding the road repair, transit, traffic relief, safety and water quality measure. This initiative is designed to provide a dedicated source of local revenue that stays in San Diego that can be used for various outlets of transit enhancements. This measure if voter approved, will increase sales tax by half-cent more, adding to the already half-cent increase created by the TransNet projects.
3. **Comment/Community Updates:** Jose Reynoso with the CACC spoke of the fiery discussion that took place at the organization's last board meeting regarding the addition of a liquor license at R&R Hookah Lounge. The president of the organization wanted to have a unified consensus, taking a vote and stance on the topic. It was also reported that the organization will be debuting a new project in collaboration with SDSU's Associated Students, offering a variety of community clean-ups. A GoFundMe account is being created to collect funds for this initiative. Arnie Garcia with SDG&E reminded everyone of the cautionary measures that need to be taken to avoid added charges on their electric bills. Officer John Steffen of San Diego PD commented on the increased patrol for homelessness and mentioned the planned patrol for the upcoming Aztec Nights events. Officer Terry Hoskins of San Diego PD went into depth about the importance of being proactive in regards to homelessness.
4. **Governmental Liaison Report:** Chris Pearson from Marti Emerald's Office, announced the possible investment of \$10,000 in the Alfa Project to provide resources and help to the homelessness effecting the area. Chris also mentioned the Mini-dorm ordinance that will be voted on in October. Eric Young from the Mayor's Office introduced himself as the new representative from the Mayor's office, proclaiming he is excited to roll his sleeves up and get to work. Lastly, Victoria Floyd, from Dianne Jacob's Office, notified every one of the "cool zones" throughout San Diego. She also mentioned the Human Trafficking Initiative that Dianne Jacob is currently working on to assist those involved, and prevent other individuals from getting involved. Concluding her news, was the announcement of Community Enhancement Program funding, which The College Area Business District was a beneficiary of, granting the organization with \$10,000 for The Boulevard Boo! Parade.

5. **Request for Additions to the Agenda:** There were no requests for additions to the agenda.
6. **Acceptance of Board Meeting Minutes- June 2016:** Harold Webber made a motion to approve with Amir Rezai seconded the motion. **The Board approved the Consent Agenda (15-0).**
7. **Approval of Financials- June 2016:** Tyler Blair made a motion to approve the financials with Harold Webber seconding the motion. **The Board approved the June 2016 financials (15-0).**
8. **Consent Agenda:** Lynne Owens made a motion to approve the consent agenda with Harold Webber seconding the motion. **The Board approved the Consent Agenda (15-0).**
9. **Announcements:** Staff announced the Google Workshop, taking place Wednesday, July 27<sup>th</sup>, 2016. Also mentioned was the meeting taking place Thursday, July 28<sup>th</sup>, 2016 for property owners and business owners to address the homeless problem in the College Area. Staff also reiterated information about the planning for an Investor's Bus Tour of the College Area Business District in partnership with Civic San Diego and the Mayor's Office.
10. **Adjourn – 1:35pm**