



Board of Director's Meeting
AGENDA – Wednesday November 16, 2016
12:00p Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115

- 1. Call to Order / Introductions**
(Lunch Provided by Sala Thai, 6161 El Cajon Boulevard, Suite A)
- 2. Presentation: College Area Business District Social Media** **INFORMATION ONLY**
(Emily Paddock, Assistant Director/ Social Media Expert)
- 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 –October 2016** **ACTION ITEM**
- 7. Approval of Financials – October 2016** **ACTION ITEM**
- 8. Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (November 2016)
 - b. Marketing Committee – (November 2016)
 - c. BOO! Parade Committee (NO MEETING)
 - d. MAD Committee (November 2016)
 - e. Executive Committee (November 2016)
 - f. Monthly Activity Report (November 2016)
- 9. Motion for Committee and Board Meetings dark in December** **ACTION ITEM**
- 10. Letter of Support for the Specific Plan** **INFORMATION ONLY**
- 11. Announcements:** **INFORMATION ONLY**
 - a. **Grand Opening Fish Pit (4632 College Avenue)** Tuesday, November 22, 2016 starting at 11:30am. 94/9 radio will be on site highlighting the “Shock & Awesome” 94 Cents Fish Tacos! The Ribbon Cutting is at 12:00 with specials All Day!
 - b. **Celebration of Life, a Memorial for Warren Simon:** Tuesday, November 29, 2016 at the Prado in Balboa Park (1549 El Prado, San Diego CA 9210). Doors open at 5:30pm, Mix & Mingle until 6:00pm, Ceremony begins 6:30pm. Light refreshments will be provided along with a no-host bar.
- 12. Adjourn**

*The Board may take action only on items identified as “Action Item”.

**College Area Business District
Board of Director's Meeting Minutes
4704 College Avenue, San Diego, CA 92115
November 16, 2016**

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

Absent: Tony Konja, Andrew Kootman, Lillian Palmer, Mike Trunzo

Others Present: Jose Reynoso (CACC), John Steffen (SDPD), Terry Hoskins (SDPD MidCity), Victoria Floyd (County of SD), Jim Alcanter (Washboard Laundry and CACC), Doug Lister (Rolando Community Council) and Brian Freye (SDG&E).

Paul Russo mentioned and thanked Sala Thai for Catering the Board of Director's lunch.

- 1. Call to Order at 12:30pm**
- 2. Presentation: College Area Business District Social Media:** Staff presented to the board the logistics and philosophy of how the organization's social media outlets are managed.
- 3. Comment/Community Updates:** Jose Reynoso with the CACC reported that the CACC received almost full unanimity in support with moving forward with all measures regarding the Specific Plan. Jose thanked the College Area Business District for the letter of support and listed the various other organizations behind perusing the Specific Plan for the College Area. **Brian Freye from SDG&E** shared the change of peak hours due to the winter months ahead of us, he also mentioned gas safety checks for homeowners throughout San Diego. **Doug Lister with the Rolando Community Council** announced the community council's upcoming Holiday Party taking place on December 20th at the UDW building. **Nicole Borunda with SDSU** thanked Tyler and Jim for hosting an Aztec Rocks hunger bin and announced some of the new businesses soon to be coming to South Campus Plaza. Included in that list were; Which Wich, Epic Wings & Things, and Go Wireless Verizon store.
- 4. Governmental Liaison Report:** Victoria Floyd, from Dianne Jacob's Office, gave us updates on what Dianne Jacob's Office is working on. Officer John Steffen (SDPD Eastern division) informed every one of the soon to take place River Clean Up. With this taking place, a forewarning was made of the possibility of increased homelessness in the area. Office Terry Hoskins (SDPD Mid-City Division) reported of the crimes in the area and spoke to take precautions to help deter crimes. He also announced the Open House taking place this Saturday, November 19th from 11-2.
- 5. Request for Additions to the Agenda:** There were no requests for additions to the agenda.
- 6. Acceptance of Board Meeting Minutes- October 2016:** Harold Webber made a motion to approve with Lynn Owens seconding the motion. **The Board approved the Meeting Minutes (13-0).**
- 7. Approval of Financials- October 2016:** Tyler Blair made a motion to approve the financials with Harold Webber seconding the motion. **The Board approved the September 2016 financials (13-0).**

- 8. Consent Agenda:** Len Regan made a motion to approve the consent agenda with Nicole Borunda seconding the motion. **The Board approved the Consent Agenda (13-0).**
- 9. Motion for Committee and Board Meetings to be dark in December:** Lynn Owens made a motion to go dark in December with Tyler Blair seconding the motion. Board approved going dark in December **(12-1).**
- 10. Letter of Support for the Specific Plan:** Staff prepared a letter of support to move forward with the specific plan and provided a copy for the board's review.
- 11. Announcements: Grand Opening Fish Pit (4632 College Avenue)** Tuesday, November 22, 2016 starting at 11:30am, 94/9 radio will be on site highlighting the "Shock & Awesome" 94 cents Fish Tacos! The Ribbon Cutting is at 12:00 with specials All Day!
- Celebration of Life, a Memorial for Warren Simon:** Tuesday, November 29, 2016 at the Prado in Balboa Park (1549 El Prado, San Diego). Doors open at 5:30pm, Mix and Mingle until 6:00pm, Ceremony begins at 6:30pm. Light refreshments will be provided along with a no-host bar.
- Dual Holiday Mixer with Diamond Business Association:** Wednesday, December 7th at the Ugly Dog Pub at 5:30pm. Staff is currently working in coordination with the Diamond Business District staff to finish planning the details for it.

12. Adjourn – 1:30pm