



# College Area Business District

Representing the College Area Economic Development Corporation

Board of Director's Meeting  
AGENDA – Wednesday February 18, 2015  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115  
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|--|-------------------------|
| <b>1. Call to Order / Introductions</b>                                      |                         |
| <b>2. Public Comment/ Additions to the Agenda</b><br>(3 minutes per speaker) | <b>INFORMATION ONLY</b> |
| <b>3. Governmental Liaison Report</b><br>(3 minutes per speaker)             | <b>INFORMATION ONLY</b> |
| <b>4. Acceptance of Board Meeting Minutes –January 2015</b>                  | <b>ACTION ITEM</b>      |
| <b>5. Approval of Financials – January 2015</b>                              | <b>ACTION ITEM</b>      |
| <b>6. DRAFT BID Budget</b>   | <b>ACTION ITEM</b>      |
| <b>7. Consent Agenda</b>   | <b>ACTION ITEM</b>      |
| a. Parade Committee (February 2015)  |                         |
| b. Marketing Committee (February 2015)                                       |                         |
| c. Business Development Committee (February 2015)                            |                         |
| d. EMAD Committee (February 2015)  |                         |
| e. Executive Committee (February 2015)                                       |                         |
| f. ED Report (February 2015)   |                         |
| <b>8. Creation of the ad-Hoc Nominating Committee</b>                        | <b>ACTION ITEM</b>      |
| <b>9. Hiring New Assistant Director</b>                                      | <b>INFORMATION ONLY</b> |
| <b>10. Vacated Board Seats &amp; Elections Process</b>                       | <b>INFORMATION ONLY</b> |
| <b>11. Adjourn</b>   |                         |

\*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 Directors Meeting Minutes  
4704 College Avenue, San Diego, CA 92115  
February 18, 2015

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Tony Konja, Mike Trunzo, Madir Cuddy, Teri Featheringill, Virginia Martin, Pat Mueller, Lynn Owens, Lillian Palmer, Jenny Piro, Len Regan, Bruce Robertson, and Janice Sherlock.

**Others Present:** Jim Schneider (Staff), Natalie Mendell (Staff), Chris Pearson (Council District 9), Adam McElroy (SDPD), Andrew Kootman (OrderUp), David Clarke (Rolando Community Council), Lindsay Reese (Diego Hills), Joe Elmished (The Odyssey Newspaper), and Bob Moosburger (SDSU).

**Call to Order at 12:30pm**

**1) Public Comment/Additions to the Agenda**

- **David Clarke — Rolando Community Council**
  - The next Rolando Night out will be at Next Door Wine bar at 6:30PM on February 26<sup>th</sup>.
  - David announced the date for Street Fair for March 29<sup>th</sup>, 2015 which they are taking volunteers for.
  - Gave an update on the proposed renovation to Clay Park from the funds set aside by the City from BLVD63 Settlement.
- **Andrew Kootman—OrderUp**
  - Gave an update about new restaurant additions to OrderUp which include Bistro Sixty, Brooklyn Pizza, and a convenient store by SDSU.
  - Sandwich Week will be next week.
  - Looking to expand OrderUp in Pacific Beach.
- **Lindsay Reese—Diego Hills**
  - Informed everyone that Diego Hills is having a Sock-Drive Fundraiser and they will be collecting socks until Friday, February 20, 2015.
- **Bob Moosburger — SDSU Athletics**
  - Introduced himself and his background with SDSU and explained he has a lot of experience with fundraising.
- **Joe Elmished — Odyssey Greek Newspaper**
  - Explained the Odyssey Newspaper and who it targets. The Odyssey is a weekly paper which goes to all of the Greek houses.

**2) Governmental Liaison Report**

- **Officer Adam McElroy – SDPD Eastern Division**
  - Adam gave an update on recent crimes in the Eastern Division of SDPD.
- **Chris Pearson—City Council District 9**
  - Chris gave an update the SDSU construction on College Avenue and the street traffic improvements.
  - The field at Crawford High School is getting remodeled. There have been some conflicts with the community groups near the high school because the community groups do not want the high school's field to be open to the public.

**3) Approval of Board Meeting Minutes—January 2015**

- **Motion to approve the Minutes of January 2015 as presented.**
  - Bruce Robertson and Lynn Owens— All Approve, 14-0-0

**4) Approval of Financials—January 2015**

- **Motion to approve the Financials for January 2015 as presented**
  - Tony Konja and Len Regan—All Approve, 14-0-0

**5) Draft FY16 BID Budget**

- Jim explained the budget's layout and the differences between the FY15 Budget as supported by the FY15 actual expenses. The increases or decreases between FY15 & FY16 budgets were reviewed.
- **Motion to approve the Draft BID Budget as presented**
  - Lillian Palmer and Jenny Piro—All Approve, 14-0-0
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**6) Consent Agenda**

- **Motion to approve the Consent Agenda as presented.**
  - Mike Trunzo and Lynn Owens—All Approve, 14-0-0

**7) Creation of the ad-Hoc Nominating Committee**

- Jim explained the CAEDC is going through their annual elections which are starting now and going end at the April Board Meeting. The nominating Committee will consist of the current president, past president, and one Board member.
- Lillian offered to be a part of the nominating committee.
- The Ad-Hoc Nominating Committee was created with Lillian Palmer, Paul Russo, and Mike Trunzo.
- **Motion to approve the ad-Hoc nominating committee with Paul Russo, Mike Trunzo, and Lillian Palmer.**
  - Madir Cuddy and Bruce Robertson—All Approve, 14-0-0

**8) Hiring a New Assistant Director**

- Natalie will be leaving the CAEDC on February 27<sup>th</sup>.
- Jim announced that he is in the process of hiring a new Assistant Director. The job was posted for 2 weeks and 27 applications were received. The 5 top candidates had phone interviews and now out of those 5, Jim has picked 3 people to interview with in person. Natalie and Paul will be on the hiring committee to help Jim interview candidates.
- **No motion was made.**

**9) Vacated Board Seats & Elections Process**

- Paul nominated Andrew Kootman from OrderUp San Diego to run for the Board of Directors. He explained that Andrew has expressed interest in running.
- Jim explained what seats are open on the Board and whose terms are expired.
  - Tony Konja, Lynn Owens, Jenny Piro, Janice Sherlock, and Madir Cuddy would like to run again.
  - Virginia Martin and Harold Webber will not be running again.
- Jim informed everyone that is running again that they still need to go through with the elections process.
- 9 seats are available for the Board and 2 of those seats are 1-year terms.
- Tony nominated bob Moosbrugger of SDSU
- Tyler nominated Amir Rizai from IQ Graphics to run for the Board.
- Lillian nominated Christian Cardona from the Hair Social.
- Madir nominated Rebecca Samman from Aztec Tan.
- Len Regan nominated Jeff Rossman from Terra.
- Natalie asked how we determine who runs for the 1-year seats and Jim answered he will check the By-laws but he believes that the lowest amount of votes gets the 1-year terms.
- Len asked who receives the ballots and Jim answered, all current (as of Feb 28<sup>th</sup>) Business and Property owners in good standing with their appropriate assessments.
- **No motion was made.**

**10) Adjourn – 1:18 pm**