



College Area Business District

Representing the College Area Economic Development Corporation

**Board of Director's Meeting
AGENDA – Wednesday March 18, 2015
12:00p Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115
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- 1. Call to Order / Introductions**
(Lunch Provided by Jersey Mike's Subs)
- 2. Introduction of Merek Findling, Assistant Director** **INFORMATION ONLY**
- 3. Public Comment/ Additions to the Agenda** **INFORMATION ONLY**
(3 minutes per speaker)
- 4. Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker)
- 5. New Market Tax Credits - Michael Lengyel of Civic San Diego** **INFORMATION ONLY**
(5 minute presentation)
- 6. Presenting the CAFÉ Logo Design Winner Award** **INFORMATION ONLY**
- 7. Acceptance of Board Meeting Minutes –February 2015** **ACTION ITEM**
- 8. Approval of Financials – February 2015** **ACTION ITEM**
- 9. Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (March 2015)
 - b. Parade Committee (March 2015)
 - c. Marketing Committee (March 2015)
 - d. EMAD Committee (March 2015)
 - e. Executive Committee (March 2015)
 - f. ED Report (March 2015)
- 10. Nominating Committee: Presentation of the Ballot & Next Steps** **ACTION ITEM**
- 11. Entering into a Cleaning Agreement With the City for Bike Corral to be Located at The Living Room Coffeehouse (5900 El Cajon Boulevard)** **ACTION ITEM**
- 12. CAFÉ Event** **INFORMATION ONLY**
- 13. Volunteer Sign up for our Booth at Rolando Street Fair** **INFORMATION ONLY**
- 14. 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 Directors Meeting Minutes
4704 College Avenue, San Diego, CA 92115
March 18, 2015

Board Attendance: Paul Russo (Chair), Tyler Blair, Harold Webber, Tony Konja, Mike Trunzo, Madir Cuddy, Teri Featheringill, Pat Mueller, Lynn Owens, Lillian Palmer, Len Regan, and Bruce Robertson.

Absent: Virginia Martin, Jenny Piro and Janice Sherlock.

Others Present: Jim Schneider (Staff), Merek Findling (Staff), Chris Pearson (Council District 9), Julio De Guzman (Office of the City Attorney), Michael Lengyel (Civic San Diego), Andrew Kootman (OrderUp), Amir Reza (I.Q. Graphics), Natasha Alexandra (Platt College), Chelsea Laven (Platt College), Jonathan Benavidez (Platt College).

1. Call to Order at 12:30pm

2. Introduction: The new Assistant Director, Merek Findling, was formally introduced to the Board.

3. Public Comment/ Additions to the Agenda: An update about the Rolando Street Fair was presented on behalf of the Rolando Community Council which will be held on Sunday, March 29, 2015 from 10am -6pm, A reminder about the next Rolando Night Out was presented – Thursday, march 26, 2015 at 6pm in Roboto Tokyo Grill. There were no additions to the Agenda. Staff asked for volunteers to staff the College Area Business District's booth

4. Governmental Liaisons Report:

- Chris Pearson updated the Board on the closure of illegal Medical Marijuana dispensaries, on the proposed One Paseo project in Carmel Valley and encouraged Board Members to view the recorded City Council meeting to learn how their representatives voted, and on the City's plan to improve road conditions across San Diego over the next ten years. Lillian Palmer asked if the road improvements included alley ways and his response was no.
- Julio DeGuzman defined the three types of services provided by the City Attorney's office, which include civil, criminal, and advisory. He also updated the Board on the two types of Community Courts and how each operates.

5. New Markets Tax Credits: Michael Lengyel provided a detailed explanation of the New Markets Tax Credit program and discussed best practices to receive the credit.

6. CAFE Logo Design Winner: Staff presented Chelsea Laven with a ceremonial and real check (\$300.00) for being the logo design winner.

7. Acceptance of Board Meeting Minutes – February 2015: Motion to approve the Minutes by Harold Webber and seconded by Madir Cuddy. **Approved as presented, 12-0.**

8. Approval of Financials – February 2015: Motion to approve the Minutes by Harold Webber and seconded by Tony Konja. **Approved as presented, 12-0.**

9. Consent Agenda: Motion to approve the Consent Agenda by Lynn Owens and seconded by Harold Webber. **Approved as presented, 12-0.**

10. Nominating Committee: Presentation of the Ballot & Next Steps: Staff updated the Board about all the current nominees and presented the current ballot. Staff suggested nominating Alex Mickle (Property Owner) since he stated interest in serving on the board. Lillian Palmer formally nominated Alex. Motion to approve by Len Regan and seconded by Bruce Robertson. Approved 12-0. Lillian Palmer also asked the nominees in attendance (Amir Reza and Andrew Kootman) to introduce themselves to the Board and briefly describe why they want to serve on the Board of Directors.

11. Entering into a Cleaning Agreement with the City for Bike Corral to be located at The Livingroom Coffeehouse (5900 El Cajon Boulevard): Staff presented the details of the Bike Corral, Cleaning Agreement, and other BID's successes with similar Bike Corrals. Staff clarified the specifics of the Bike Corral at The Livingroom Coffeehouse (5900 El Cajon Boulevard). Len Regan questioned the insurance required by the College Area Business District and Staff indicated they meet or exceed the City's requirements. Motion to approve the Cleaning Agreement by Len Regan and seconded by Bruce Robertson. **Approved as presented, 12-0.**

12. CAFÉ Event: Event date is set for Sunday, May 3, 2015 from 11am-3pm. Staff updated the Board on current sponsors; which include Lincoln Financial (radio stations) and the Channel 6 (CW) Agreement. Staff also discussed an effort to include Uber and Car2Go and additional modes of transportation during the event in addition to the Old Town Trolleys.

13. Volunteer Sign-up for our Booth at Rolando Street Fair: A volunteer sign-up sheet was passed around the table for Board members to sign up for times to man the College Area Business District booth.

14. Adjourn – 1:24 pm