



# College Area Business District

Representing the College Area Economic Development Corporation

**Board of Director's Meeting  
AGENDA – Wednesday August 19, 2015  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
(Lunch Provided by Tako Factory, 7287 El Cajon Boulevard)
- 2. Presentation: Car Sharing in the College Area Business District** **INFORMATION ONLY**  
Jacques Chirazi, City of San Diego Business Development Officer
- 3. Public Comment/ Community Updates** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 5. Additions to the Agenda** **ACTION ITEM**
- 6. Acceptance of Board Meeting Minutes –July 2015** **ACTION ITEM**
- 7. Approval of Financials – July 2015** **ACTION ITEM**
- 8. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (August 2015)
  - b. Parade Committee (August 2015)
  - c. Marketing Committee (NO MEETING)
  - d. MAD Committee (August 2015)
  - e. Executive Committee (August 2015)
  - f. Executive Director Report (August 2015)
- 9. FY 2016 MAD Budget Changes** **ACTION ITEM**
- 10. Living Wage/ Prevailing Wage in FY2016 MAD Contracts** **INFORMATION ONLY**
- 11. Auditor & Taxes update for FY 2105** **INFORMATION ONLY**
- 12. San Diegans for Open Government Lawsuit Update** **INFORMATION ONLY**
- 13. Grand Opening Ceremony for Moose's Barber Shop** **INFORMATION ONLY**  
(Wednesday, August 26, 2015 from 5:30pm – 8:00pm)
- 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  
August 19, 2015

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Harold Webber, Mike Trunzo, Teri Featheringill, Pat Mueller, Amir Rezai, Christian Cordova, Len Regan, Bob Moosbrugger, Bruce Robertson, Lynn Owens, Lillian Palmer, and Andrew Kootman.

**Absent:** Tony Konja, Alex Mickle, Madir Cuddy and Jenny Piro.

**Others Present:** Jim Schneider (Staff), Merek Findling (Staff), Officer Adam McElroy (San Diego Police Department), Officer Terry Hoskins (San Diego Police Department, Ricardo Flores (Candidate for City Council, District Nine), Georgette Gomez (Candidate for City Council, District Nine), Roberto Torres (Georgette Gomez Campaign Staff), Jose Reynoso (College Area Community Council President), Taylor Dupont (Field Representative for County Supervisor Dianne Jacob), Katelyn Hailey (Field Representative for Senator Marty Block), David Clarke (Rolando Community Council), Tomas Archuleta (True Fit Tattoo), Justin Scott (True Fit Tattoo), Jacques Chirazi (City of San Diego) and Dr. Sally Lee (San Diego Eye Professionals).

Paul Russo introduced thanked Tako Factory Taqueria for catering the Board of Directors' lunch.

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

**2. Presentation: Car Sharing in the College Area Business District:**

Jacques Chirazi updated the Board on the current Car Sharing Program in San Diego. The City is moving forward and finalizing the program and plans to expand it city wide. He indicated there would be new Car Sharing vendors and described some of the differences between vendors, such as Car2Go and Zip Car. Currently, there are approximately 30,000 Car Sharing members in San Diego and approximately 7,000 trips per day. He asked the Board if Car Sharing Vehicles would be welcome in the College Area Business District. Jacques offered a few options for parking the vehicles, such as working with commercial property owners and having a few parking spaces assigned in large shopping centers for Car Sharing vehicles and working with the community groups to assign a few parking spaces in residential neighborhoods. Andrew Kootman asked about parking tickets. Jacques indicated the City has changed some of the Municipal Codes to allow Car Sharing Vehicles to park for up to seventy-two hours without being ticketed. However, the vehicles are not exempt from street sweeping regulations. Officer Adam McElroy asked if the Car Sharing vendors track down the last driver of a vehicle if it is ticketed. Jacques responded yes and the Car Sharing Vendors operate in a similar manner as rental car companies when vehicles are ticketed. Harold Webber asked about finding Car Sharing vehicles and Jacques indicated all the vehicles have GPS tracking.

**3. Public Comment/ Community Updates:** David Clarke updated the Board on the Rolando Community Council. He indicated the Council took the summer off, but their next meeting is scheduled for next week. The Rolando Community Council is going to continue having summer concerts, support the BOO! Parade, start an "I Love Clay Park" Day, and is considering moving their meetings back to their original location at the First United Methodist Church.

Jose Reynoso updated the Board on the College Area Community Council. He indicated the Council took a month off, but was going to resume meeting again next month. He said the College Area Community Council was waiting for the signs to be changed at Montezuma Park so the alcohol ban could be enforced. Jose also indicated the Council was working with the City to change their Bylaws to add one additional appointed seat for the College Area Business District. Additionally, he invited the Board to the College Area Community Council's ice cream social on Sunday, September 20, 2015 between 2:00 pm - 4:00 pm. The ice cream social is being hosted by the Associated Students and being held at the Aztec Student Union. Officer Adam McElroy commented the ice cream social was a great opportunity to help soften the issues between residents and students.

Justin Scott and Tomas Archuleta from True Fit Tattoo informed the Board they were working to remove the stigma generally associated with tattoo shops and tattoo artists. Additionally, they invited the Board to their Fine Art Flash Show on Saturday, September 12, 2015 at 7:00 pm at True Fit Tattoo located at 6561 El Cajon Boulevard. Lillian Palmer asked if they did cosmetic tattooing and Justin informed her they did not.

Georgette Gomez updated the Board on her campaign for City Council in District Nine.

Ricardo Flores updated the Board on his endorsements and campaign for City Council in District Nine. He proposed creating a Business Committee that would help communicate the needs of businesses and identify redundant regulations.

Staff updated the Board on the Ribbon Cutting Ceremony for Moose's Barber Shop and Shave (6353 El Cajon Boulevard) on Wednesday, August 29 between 5:30 pm – 8:00 pm and encouraged the Board and community members to attend. Staff also provided details about the Community Clean-Up on Saturday, August 29<sup>th</sup> between 8:00 am – 12:00 pm at the vacant lot located at 6505 El Cajon Boulevard. Lastly, Staff presented the BOO! Parade Program and discussed the advertising opportunities and distribution.

Bruce Robertson informed the Board there was an individual making an effort to bring the Farmers Market back to the College Area. He has set up a Go Fund Me page and hopes to raise money to support advertising for the Market. However, the goal is to get small donations from a large number of residents to validate wide spread interest.

#### **4. Government Liaisons Report:**

Officer Adam McElroy told the Board that he and his wife attended the Summer Mixer and they both had a fun evening. He indicated the crime rate is still low, but he expects it to rise dramatically once the student population returns. Officer McElroy has been working to address concerns from longtime residents about students returning by setting up information booths at large student residential buildings and distributing information about the Good Neighbor Program and offering safety information to prevent property theft. McElroy informed the Board that a Community Walk has been organized for Thursday, August 27<sup>th</sup> at 6:00 pm. It will begin at the College-Rolando Library (6600 Montezuma Road) and cover the area between Catocin Drive and Mohawk Street. Lillian Palmer commented about drug activity and drug paraphernalia found around the 6800 block of El Cajon Boulevard. Officer McElroy indicated this was in Officer Terry Hoskins jurisdiction and she should report these incidents to him when they occur. Bruce Robertson expressed concern about the fire in Alvarado Canyon and other locations resulting from homeless encampments and asked how the Police Department is addressing this issue. Officer McElroy indicated that large canyons and well known areas for homeless encampments are patrolled on a regular basis, but the smaller canyons are not and the Police Department relies on the community to submit requests. Ricardo Flores commented that the City supports programs like the Alpha Project and has asked them to work in communities doing outreach to help move homeless people into services.

Officer Terry Hoskins updated the Board on the crime in Mid-City and also discussed the "odd boundaries" between College Area and Mid-City. He indicated that despite these unusual boundaries, he works closely with Officer McElroy. Officer Hoskins provided the Board with a brief history of alcohol consumption in Montezuma Park. Additionally, he thanked the College Area Business District for their support of the alcohol ban in Montezuma Park and for working to get a Letter of Agency from the property owner of the lot located at 6505 El Cajon Boulevard.

Katelyn Hailey informed the Board that Senator Marty Block conducting his Legislative Session for next year and is interested in hearing any suggestions. Additionally, she offered the Board assistance with State Agencies if needed.

Taylor Dupont updated the Board on County Supervisor Jacob's "Don't Get Hooked" program. Additionally, she indicated the County Board of Supervisors was appealing the U.S. Forrest Service's decision to remove the large firefighting air tanker from the County.

5. **Additions to the Agenda:** There were no additions to the agenda.
6. **Acceptance of Board Meeting Minutes – July 2015:** Tyler Blair made a motion to approve and Harold Webber seconded the motion. **The Board approved the July 2015 Board Minutes 14-0.**
7. **Approval of Financials – July 2015:** Harold Webber made a motion to approve and Len Regan seconded the motion. **The Board approved the July 2015 Financials 14-0.**
8. **Consent Agenda:** Harold Webber made a motion to approve and Lillian Palmer seconded the motion. **The Board approved Consent Agenda 14-0.** Lynn Owens asked about the San Diegans for Open Government Lawsuit and Paul Russo indicated that issue will be addressed during Item 11 on the Agenda.
9. **FY 2016 Maintenance Assessment District Budget Changes:** Staff informed the Board that the original budget was proposed in March 2015, prior to knowing the exact end of year surplus which gets rolled over to the current fiscal year. Paul Russo advised the Board that the Maintenance Assessment District Committee and Executive Committee reviewed the budget changes line by line. Len Regan made a motion to approve and Tyler Blair seconded the motion. **The Board approved the FY 2016 Maintenance Assessment District Budget Changes 14-0.**
10. **Auditor & Taxes Update for FY 2016:** Staff informed the Board the Draft Report will be ready by next week and will be sent through Committees. The final audit should be available next month and is ahead of schedule compared to last year.
11. **San Diegans for Open Government Lawsuit:** Paul Russo provided the Board with some background information about Cory Briggs. He informed the Board that an attorney had been hired through Gordon & Rees LLP and he's representing three other Business Improvement Districts in the lawsuit. The attorney, Ian G. Williamson, was able to get the College Area Economic Development Corporation removed from the lawsuit. The Settlement requires a repayment of the \$95.00 Service Fee and all legal costs would be equally divided between the four Business Improvement Districts he represented.
12. **Grand Opening Ceremony for Moose's Barber Shop and Shave:** Staff reminded the Board and community members to attend the Grand Opening Ceremony for Moose's Barbershop and Shave. Paul Russo informed the Board that he attended the previous Grand Opening Ceremonies at The UPS Store and WaBa Grill and the store owners appreciated the event. He also indicated he was only there for about an hour and the Board should not feel obligated to be at the Grand Opening during the entire event. Bruce Robertson commented that he was surprised Cap & Tee declined to have a Ribbon Cutting event. Staff informed his they have been in business for over twenty years and did not want to present themselves as a new business. Additionally, Staff informed the Board that Cap & Tee was going to be making the BOO! Parade t-shirts this year and was a Parade Sponsor.
13. **Adjourn – 1:40pm**