



# College Area Business District

Representing the College Area Economic Development Corporation

**Board of Director's Meeting  
AGENDA – Wednesday April 15, 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 Laylah's Jamaican & Mexican Restaurant)
- 2. Public Comment/ Additions to the Agenda** **INFORMATION ONLY**  
(3 minutes per speaker)
- 3. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Rolando Street Fair Update** **INFORMATION ONLY**
- 5. Nominating Committee: Presentation of the Ballot Results** **ACTION ITEM**
- 6. Installation of New Board Members** **ACTION ITEM**
- 7. Appointment of Executive Committee and other Committee Chairs** **ACTION ITEM**
- 8. Acceptance of Board Meeting Minutes –March 2015** **ACTION ITEM**
- 9. Approval of Financials –March 2015** **ACTION ITEM**
- 10. Acceptance of the FY 20116 MAD Budget** **ACTION ITEM**
- 11. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (April 2015, No Meeting)
  - b. Parade Committee (April 2015)
  - c. Marketing Committee (April 2015, No Meeting)
  - d. EMAD Committee (April 2015)
  - e. Executive Committee (April 2015)
  - f. ED Report (April 2015)
- 12. Support of changing alcohol consumption rules in Montezuma Park** **ACTION ITEM**
- 13. CAFÉ Event Update** **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  
April 15, 2015

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

**Absent:** Mike Trunzo, Virginia Martin, Madir Cuddy, Jenny Piro, Spencer Powell, Mat Schaffer and Janice Sherlock.

**Others Present:** Jim Schneider (Staff), Merek Findling (Staff), Julio De Guzman (Office of the City Attorney), Andrew Kootman (OrderUp), Amir Reza (I.Q. Graphics), Jessica Flaven (Diego Hills Charter School), Kelsey Landstrom (Diego Hills Charter School), Christian Cordova (The Hair Social), Rogelio Espinoza (Access, Inc.), William Simons (Ascent Real Estate), Officer Adam McElroy (San Diego Police Department), Lieutenant Michael Swanson (San Diego Police Department), Bob Moosbrugger (San Diego State University Athletics), Kris Moriah (Woodstock's Pizza), Dr. Sally Slee (San Diego Eye Professionals), and Amanda Konja (Keg N Bottle).

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

**2. Public Comment/ Additions to the Agenda:** Kris Moriah introduced herself to the Board. Rogelio Espinoza described how student internships work for the students and the businesses and requested any interested businesses contact him. Officer Adam McElroy introduced the new Lieutenant, Michael Swanson, updated the Board on crime within the Business District, and asked the Board for donations for the RSVP Appreciation Party and the Community Relations Officer and Chiefs meeting. Lieutenant Michael Swanson greeted the Board.

**3. Governmental Liaisons Report:**

- Julio DeGuzman updated the Board on the two types of Community Courts and how each operates.
- Staff updated the Board about information from Chris Pearson regarding Montezuma Park's alcohol consumption rules and the process to have the law changed to become alcohol free. This prompted a discussion amongst Board Members about their personal and professional experiences with Montezuma Park; including how the park is currently being used, the impact on the surrounding businesses, and how making the park alcohol free might impact businesses that sell alcohol in the neighborhood. Additionally, Staff relayed information about the proposed College Area traffic improvements including adding two additional lanes and bike lanes.

**4. Rolando Street Fair Update:** This item was moved to fourteen on the Agenda.

**5. Nominating Committee (Presentation of Ballot Results):** Staff presented the Board with the Ballot Results. A total of twenty-eight ballots were submitted, of which twenty-seven were valid. The newly elected Board Members were read to the current Board and they introduced themselves. Motion to approve the Ballot Results was made by Len Regan and seconded by Harold Webber. **The Motion passed 12-0.**

**6. Installation of New Board Members:** The new Board Members were installed. Paul Russo informed the new Board Members that Staff will conduct a New Member Orientation in the near future.

**7. Appointment of Executive Committee and other Committee Chairs:** The Board and Staff discussed Article 6 of the College Area Business District's By-Laws and determined Staff will do more research and the Board will re-visit this Agenda Item at the next Board Meeting.

**8. Acceptance of Board Meeting Minutes – March 2015:** Motion to approve the Minutes by Harold Webber and seconded by Pat Mueller. **Approved as presented, 12-0.**

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

**10. Acceptance of the FY 2016 MAD Budget:** Staff presented the FY 2016 MAD Budget and explained the minor changes from FY 2015; specifically the upcoming one year contract with West Coast Arborists. The Board discussed their services and presentation to the EMAD Committee. Motion to approve the FY 2016 MAD Budget by Harold Webber and seconded by Len Regan. **Approved as presented, 12-0.**

**11. Consent Agenda:** Motion to approve the Consent Agenda by Harold Webber and seconded by Lillian Palmer. **Approved as presented, 12-0.**

**12. Support of changing alcohol consumption rules in Montezuma Park:** The discussion from the Governmental Liaison Report continued with the Board clarifying its Mission and focus and the Board agreed it should proceed with caution regarding Community issues. Motion to approve the letter in support of banning alcohol consumption at Montezuma Park by Len Regan and seconded by Lillian Palmer. **Approved 10-1-1.**

**13. CAFÉ Event Update:** Staff updated the Board on the style of the event, the date, the number of participating restaurants, that the marketing materials were available, and tickets are currently on sale. Staff suggested the event should be reviewed in two years to determine if any changes should be made. Andrew Kootman offered to help the event by recruiting additional restaurants and to promote the event on the OrderUp web site.

**14. Rolando Street Fair Update:** Staff reported on what was offered at the booth and discussed its effectiveness to the College Area's Business District's Mission. The Board discussed possible options for next year and decided to brainstorm over the next few months.

**15. Adjourn – 1:50 pm**