



College Area Business District

Representing the College Area Economic Development Corporation

Board of Director's Meeting
AGENDA – Wednesday, January 21, 2015
12:00p Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115
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1. **Call to Order / Introductions**
2. **Public Comment/ Additions to the Agenda** **INFORMATION ONLY**
(3 minutes per speaker)
3. **Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker)
4. **Acceptance of Board Meeting Minutes –November & December 2014** **ACTION ITEM**
5. **Approval of Financials –November & December 2014** **ACTION ITEM**
6. **Consent Agenda** **ACTION ITEM**
 - a. Parade Committee (November & January 2015)
 - b. Marketing Committee (December 2014 & January 2015)
 - c. Business Development Committee (December 2014 & January 2015)
 - d. EMAD Committee (December 2014 & January 2015)
 - e. Executive Committee (December 2014 & January 2015)
 - f. ED Report (December 2014 & January 2015)
7. **Revised FY 14 MAD Budget** **ACTION ITEM**
8. **Approval to pursue a \$3,000 SANDAG Bike Month Event Grant** **ACTION ITEM**
9. **New camera Purchase through SPEB Technical Assistance funds** **INFORMATION ONLY**
10. **Vacated Board Seats** **INFORMATION ONLY**
11. **Grand Opening Ceremony For New Businesses** **INFORMATION ONLY**
12. **Next Mixer Date: Wednesday, January 28, 2014** **INFORMATION ONLY**
13. **New Name for Taste Event: College Area Food Experience (CAFÉ)** **INFORMATION ONLY**
14. **Upbeat Parades Contract has been signed for the 2015 BOO! Parade** **INFORMATION ONLY**
15. **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
January 21, 2015

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

Others Present: Jim Schneider (Staff), Natalie Mendell (Staff), Chris Pearson (Council District 9), Julio DeGuzman (City Attorney's Office), Liz Studebaker (Mayor's Office), Dion Akers (SDSU), Maria Montano (Accion San Diego), and Sandi Buehner (Rolando Street Fair).

1) Call to Order at 12:30pm

2) Public Comment/Additions to the Agenda

- **Sandi Buehner — Rolando Street Fair**
 - Announced the date for Street Fair for March 29th, 2015.
 - Explained the sponsorship packet for the Street Fair and how to apply.
- **Jim Schneider—CAEDC**
 - Reminder that tomorrow, January 22 is Rolando Nigh out.
- **Liz Studebaker—City of San Diego**
 - Explained that the City is starting with the budget process and informed the Board to start adopting a proposed budget for FY16. The budgets are going to Committee in April and then Council in May.
 - They are correcting all of the boundaries for the BIDs.
 - Working on getting some bike racks installed in the area.
- **Maria Montano —Accion**
 - Explained classes coming up for new businesses and loans that are available for business owners.

3) Governmental Liaison Report

- **Julio DeGuzman – City Attorney's Office; Neighborhood Partnership Unit**
 - Gave the police department non-emergency phone number to the Board and explained why police reports are important.
- **Dion Akers – San Diego State University**
 - Introduced him and his new position working for SDSU. He will be taking over Megan's position.
 - Gave information about how to contact him
- **Chris Pearson—City Council District 9**
 - Chris gave an update on Infrastructure.
 - City Council Medical marijuana ordinance detailing where these can be legally operating in the City.

4) Approval of Board Meeting Minutes—November & December 2014

- **Motion to approve the Minutes of September 2014 as presented.**
 - Len Regan and Harold Webber— All Approve, 13-0-0

5) Approval of Financials—November & December 2014

- **Motion to approve the Financials for November and December 2014 as presented**
 - Harold Webber and Tony Konja—All Approve, 13-0-0

6) Consent Agenda

- **Motion to approve the Consent Agenda including Executive Committee 12/14 and 1/15, EMAD Committee 12/14 and 1/15, Marketing Committee 12/14 and 1/15, Parade Committee 11/14 and 1/15, Executive Director's Report 12/14 and 1/15.**
 - Mike Trunzo and Harold Webber—All Approve, 13-0-0

7) Revised FY15 MAD Budget

- Jim announced that he received the M.A.D. Purchase Order in November. No significant changes made to the budget and with the approval from the Board today, the M.A.D. contract for FY 15 is complete.
- **Motion to approve the FY15 MAD Budget**
 - Harold Webber and Bruce Robertson—All Approve, 13-0-0

8) Approval to pursue a \$3,000 SANDAG Bike Month Event

- Jim announced there is a grant that CAEDC can apply for to put on an event during Bike Month.
- Madir asked when Bike Month is and Jim answered that it is in May.
- Jim announced there is only a week left to apply for the Grant but it is a simple and quick application.
- Lillian asked if Jim asked Zumwalt's Bike Shop's opinion on the event. Jim informed the Board of ideas he got back from the community regarding Bike events which included; Bike Safety Awareness in the Rite-Aid parking lot and how to lock up Bikes properly.
- Lillian asked if Zumwalt's would be willing to donate anything to raffle at the event. Jim will ask Zumwalt's after getting approval for the grant.
- Madir had an idea to use the Grant money to buy and give bikers bells or reflective vests for safer biking.
- Bruce Robertson asked if the timing would be hard on CAEDC staff to have two events close together (the Taste and the Bike Event). Jim answered that "Natalie always wants events" and that he would like to partner with other organizations to put on the event.
- Natalie asked when we find out if we get the Grant and Jim answered "Fairly Quickly".
- **Approval to apply for SANDAG Bike Month Grant.**
 - Tony Konja and Lynn Owens—All Approve, 13-0-0

9) New camera purchase through SBEP Technical Assistance funds

- Paul announced that Natalie has been doing lots of research on cameras and CAEDC officially owns a new digital camera.
- Madir asked what the camera was for and Natalie informed her that our camera was stolen over a year ago and the one that was donated didn't work very well. Natalie then explained that Jim found SBEP technical assistance that would cover the costs for the camera.
- Liz mentioned that the camera needs to be labeled "City Property" and that she will bring over a sticker for us to use.
- **No motion was made.**

10) Vacated Board Seats

- Jim informed the Board that Mat Shaffer and Spencer Powell are no longer on the Board and asked the Board to let him know if they have any recommendations for Board Members.
- **No motion was made.**

11) Grand Opening Ceremony for New Businesses

- Jim showed the Board the new scissors purchased for the New Business Grand Openings & Anniversaries. Jim explained that having Grand Opening Ceremonies will create more positive events in the community.
- **No motion was made.**

12) New Mixer Date: Wednesday, January 28, 2015

- Natalie informed the Board about the new date for the Annual Business Awards Mixer.
- Voting for the Business awards is currently in process.
- Jim mentioned that tickets can be purchased online for \$10 or at the door.
- Jim got quotes for plaques for the awards instead of paper certificates. The awards cost \$15 each.
- **No motion was made.**

13) New Name for the Taste Event: "College Area Food Experience" (CAFÉ)

- Lynn mentioned she thought the name was going to be excursion and was informed that at the last Marketing Committee, the name was changed again.
- **No motion was made.**

14) Upbeat Parades Contract has been signed for the 2015 BOO! Parade

- Jim explained that the contract is the same as last year, same dollar amount and same list of duties. Some minor edits were requested and made, but these made no material change to the contract.
- **No motion was made.**

15) Adjourn – 1:18 pm