



# College Area Business District

Representing the College Area Economic Development Corporation

**Board of Director's Meeting**  
**AGENDA – Wednesday July 15, 2015**  
**12:00p Lunch/ 12:30pm Meeting**  
**4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
(Lunch Provided by Terra American Bistro)
- 2. Public Comment/ Community Updates** **INFORMATION ONLY**  
(3 minutes per speaker)
- 3. Additions to the Agenda** **ACTION ITEM**
- 4. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 5. Acceptance of Board Meeting Minutes –June 2015** **ACTION ITEM**
- 6. Approval of Financials – June 2015** **ACTION ITEM**
- 7. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (July 2015)
  - b. Parade Committee (July 2015)
  - c. Marketing Committee (July 2015)
  - d. EMAD Committee (July 2015)
  - e. Executive Committee (July 2015)
  - f. Executive Director Report (July 2015)
- 8. Choosing an Auditor for FY 2105 Audit & Taxes** **ACTION ITEM**
- 9. San Diegans for Open Government Lawsuit** **ACTION ITEM**
- 10. Mixer Scheduled for Wednesday, July 22, 2015** **INFORMATION ONLY**  
Oggi's Pizza Express & Aztec Lanes Both in SDSU Student Union
- 11. Workshop Scheduled for Thursday July 30, 2015** **INFORMATION ONLY**  
TOPIC: USPS Every Door Direct Mail
- 12. 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  
July 15, 2015

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

**Absent:** Tony Konja, Christian Cordova, Len Regan, Bob Moosbrugger, Madir Cuddy and Jenny Piro.

**Others Present:** Jim Schneider (Staff), Merek Findling (Staff), Chris Pearson (Councilwoman Marti Emerald's Office), Officer Adam McElroy (San Diego Police Department), Jane Verbeek (San Diego Gas & Electric), 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) and Dr. Sally Lee (San Diego Eye Professionals).

Paul Russo introduced Jeff Rossman (the owner of Terra American Bistro) and thanked him for catering the Board Meeting lunch. Jeff Rossman discussed his restaurant, various aspects of farm to table cooking, and his new book BYOB (Build Your Own Burger).

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

**2. Public Comment/ Community Updates:** Jane Verbeek provided the Board with information about the rate increases at San Diego Gas & Electric, smart meters, rebates and incentives, and the Energy Innovation Center. Additionally, she provided the Board with reusable bags and flash drives that contain emergency fire preparation information.

Georgette Gomez thanked the Board for giving her an opportunity to speak at the Meeting again and informed them of the endorsements she has received for her candidacy for San Diego City Council, District Nine.

Jose Reynoso updated the Board on the most recent meeting of the College Area Community Council which included Councilmember Marti Emerald and Fire Chief Javier Mainar discussing the need for additional Fire Stations in the City. The College Area is currently third in line to have one built. He also informed the Board that the proposed ice cream social is gaining support. Lastly, he reported the College Lutheran Church has had a significant decline in parishioners and is considering closing its doors and selling the property. If it's sold, the College Area Community Planning Board would advocate the property be used for a public park.

**3. Government Liaisons Report:**

- a. Officer Adam McElroy updated the Committee on the criminal activity within the District over the past month. He also passed around a collage a photographs from a recent children's parade in which he participated. Lastly, he informed the Board that the Police Chief's Office is working to establish a Captain's Advisory Board to receive input from the community. The first meeting is Monday, July 20, 2015. Bruce Robertson asked if the overall crime statistics continued to have a downward trend and Officer McElroy indicated they do.
- b. Chris Pearson updated the Board on the current state of the proposed Legislation to ban alcohol consumption in Montezuma Park and informed the Board that Councilwoman Emerald is proposing a Fire Safety Bond to fund the new Fire Stations in the City. Mike Trunzo asked if complaints from community residents about the BLVD63 Apartment Complex have decreased and he responded there are no current complaints being filed with Councilwoman Emerald's office. Chris Pearson also indicated that Carmel Apartments (the BLVD63 developer) has been pro-active with scheduling meetings with Councilwoman Emerald's Office with the goal of responding to any community concerns and would be willing to work on parking management issues if necessary.
- c. Taylor Dupont updated the Board on The Alzheimer's Project that Supervisor Jacob has been spearheading. Additionally, she distributed literature on the project and the Don't Get Hooked program.

**4. Additions to the Agenda:** There were no additions to the agenda.

5. **Acceptance of Board Meeting Minutes – June 2015:** Harold Webber made a motion to approve and Lynn Owens seconded the motion. **The Board approved the June 2015 Board Minutes 12-0.**
6. **Approval of Financials – June 2015:** Harold Webber made a motion to approve and Lillian Palmer seconded the motion. **The Board approved the June 2015 Financials 12-0.**
7. **Consent Agenda:** Lynn Owens made a motion to approve and Amir Rezai seconded the motion. **The Board approved Consent Agenda 12-0.**
8. **Choosing and Auditor for FY 2015 Audit & Taxes:** Staff suggested to the Board that changing auditors every few years is a good idea and prevents the possible appearance of impropriety. Staff has received two proposals from auditors and with the support of the Executive Committee, recommended working with Andres Garcia CPA. Andres introduced himself to the Board and provided his background and experience. Lynn Owens asked for a point of clarification regarding Andres Garcia's proposal, specifically was his the less expensive of the two proposals and Staff confirmed it was. Paul Russo commented there were communication difficulties with the previous auditor. Mike Trunzo made a motion to approve Andres Garcia as the new auditor and Harold Webber seconded the motion. **The Board approved Andres Garcia CPA as the new auditor 12-0.**
9. **San Diegans for Open Government Lawsuit:** Staff updated the Board on the Cory Briggs lawsuit and defined the three key points of the case: Proposition 26, prevailing wage issues and conflict of interest issues. Staff indicated the College Area Economic Development Corporation needs to reply to the Court by August 6, 2015 and an attorney would need to be retained prior to that date. Staff is waiting for information from the Business Improvement District Council, our Insurance Company and the City Attorney's Office regarding possible legal representation. Bruce Robertson suggested that all of the Business Improvement Districts should use the same attorney and asked about the funding behind San Diegans for Open Government. Staff indicated the organization behind the lawsuit is self-funded. Paul Russo informed the Board that any attorney provided by our insurance company would need to have a letter of authorization from their corporation. Despite being an Action Item on the Agenda, there is nothing that required a vote from the Board. Staff will update the Executive Committee and Board of Directors as more information becomes available.
10. **Mixer Scheduled for Wednesday, July 22, 2015:** Staff provided the details about the Summer Mixer. It will begin at 5:30pm at Oggi's Pizza Express with snacks and beverages, then move to Aztec Lanes at approximately 7:00pm for two games of bowling. Staff also provided the details about parking on the San Diego State University Campus and ticket purchasing. Staff encouraged all of the Board Members and guests to attend the mixer.
11. **Workshop Scheduled for Thursday, July 30, 2015:** Staff provided the details about the workshop being presented by the United States Postal Service about their Every Door Direct Mail program. The workshop will take place between 8:30am and 10:00am in the conference room of our office.
12. **Adjourn – 1:20pm**