



College Area Business District

Representing the College Area Economic Development Corporation

Board of Director's Meeting AGENDA
– Wednesday June 24, 2015 12:00p
Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115

- 1. Call to Order / Introductions**
(Lunch Provided by Cucina Fresca)
- 2. Public Comment/ Community Updates** **INFORMATION ONLY**
(3 minutes per speaker)
- 3. Additions to the Agenda** **ACTION ITEM**
- 4. Presentation: New Water Pump Station: 69th and Mohawk Streets** **INFORMATION ONLY**
- 5. Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker)
- 6. Acceptance of Board Meeting Minutes –April 2015 & May 2015** **ACTION ITEM**
- 7. Approval of Financials –April 2015 and May 2015** **ACTION ITEM**
- 8. Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (May 2015 & June 2015)
 - b. Parade Committee (May 2015 & June 2015)
 - c. Marketing Committee (May 2015 & June 2015)
 - d. EMAD Committee (May 2015 & June 2015)
 - e. Executive Committee (May 2015 & June 2015)
 - f. Executive Director Report (May 2015 & June 2015)
- 9. Board Retreat – Setting a Date** **ACTION ITEM**
- 10. New Health Care Plan for Employees** **INFORMATION ONLY**
- 11. 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
June 24, 2014

Board Attendance: Paul Russo (Chair), Tyler Blair, Harold Webber, Pat Mueller, Amir Rezai, Len Regan, Bruce Robertson, Lynn Owens, Lillian Palmer, Andrew Kootman, Bob Moosbrugger, Madir Cuddy and Alex Mickle.

Absent: Mike Trunzo, Tony Konja, Teri Featheringill, Christian Cordova and Jenny Piro.

Others Present: Jim Schneider (Staff), Merek Findling (Staff), Julio De Guzman (Office of the City Attorney), Chris Pearson (Councilwoman Marti Emeralds Office), Officer Adam McElroy (San Diego Police Department), David Clarke (Rolando Community Council), Georgette Gomez (Candidate for City Council, District Nine), Roberto Toms (Georgette Gomez Campaign Staff), Jose Reynoso (College Area Community Council), Jessica Flaven (Diego Hills Charter School), Joy Taylor (Diego Hills Charter School), Denise Fizzuoglio (BLVD63), Casey Calderhead (BLVD63), Taylor Dupant (Field Representative for County Supervisor Dianne Jacob) and Dr. Sally Lee (San Diego Eye Professionals).

Paul Russo introduced Noe Jimenez (the owner of Cucina Fresca) and thanked him for catering the Board Meeting lunch.

1. Call to Order at 12:35pm

2. Public Comment/ Additions to the Agenda: David Clarke reported the Rolando Community Council has three new Board Members and their new President is Jordan Marks. The Board has hired an arborist to access the Silk Oak trees on Rolando Boulevard. The Rolando Community Council will not have Board Meetings in July or August, but will be having their summer picnic in Clay Park on Saturday, August 1, 2015.

Jose Reynoso indicated The College Area Community Council wants to begin working with the entire College Area community (residents, non-resident property owners, businesses, and San Diego State University students). They are also proposing an ice cream social in early September. Lastly, he informed the Board that their Code Enforcement Committee has changed its name to the Code Violation Committee for accuracy. Officer Adam McElroy ask if the Committee will be meeting on a regular basis. Jose Reynoso said nothing was going to change with the Committee's schedule.

Denise Fizzuoglio informed the Board that BLVD63 has a 90% occupancy rate for September 2015. She also expressed excitement for the Grand Opening and Ribbon Cutting Ceremony for WaBa Grill and The UPS Store on Wednesday, July 1, 2015. Bruce Robertson asked about the business occupancy at BLVD63. Denise Fizzuoglio indicated Moose's Barbershop and San Diego Blenders will be open for business in the fall, but no other business tenants have signed a lease.

Jessica Flaven informed the Board about their blood drive with the American Red Cross on Wednesday, July 8, 2015 between 9:00am and 3:15pm. She also informed the Board that many of their students have volunteered to work at the event and have also been distributing flyers around the community and local businesses to help raise awareness.

Georgette Gomez introduced herself to the Board and guests and gave an overview of her background and campaign platform for the San Diego City Council Seat for District Nine.

3. Additions to the Agenda: There were no additions to the agenda.

4. Presentation: New Water Pump Station: 69th and Mohawk Streets: The presentation was postponed. However, Staff informed the Board that construction on El Cajon Boulevard would last approximately three months and could begin as soon as December. Len Regan asked about the locations where traffic would be re-routed. Staff did not know the specifics, but will provide them to the Board once the information is available. A presentation to our Board will be scheduled by the contractor for the fall.

5. Governmental Liaisons Report:

- Officer Adam McElroy informed the Board that violent crime in the College Area Business District remains low, but there has been a “big spike” in property crimes. He attributes this increase to misdemeanor criminals not going to jail, the transient population has increased, and school is not in session. As a result, Officer McElroy will be working with businesses on the south side of El Cajon Boulevard; which is technically outside of his region. He also informed the Board that Ranchwood BBQ and Catering reported a break-in a few weeks ago and an arrest has been made in that case. He updated the Board on other crimes in the District, informed the Board about upcoming charity events, and that he was participating in an instructional video on the use of body cameras worn by the San Diego Police Department. Bruce Robertson informed Officer McElroy that he has seen a big increase in jay walking at the intersection of College Avenue and Montezuma Road due to the current construction.
- Julio DeGuzman indicated the increase in property crime is partially a result of Proposition 37 which reduced the punishment for misdemeanor crimes. He informed the Board that business owners can protect themselves and their businesses by getting a Stay Away Order for individuals causing problems outside of their business. Paul Russo asked what were the consequences of an individual violating a Stay Away Order and Julio De Guzman said the individual would go to jail. Bruce Robertson asked how long a Stay Away Order remains in effect and Julio DeGuzman said one year.
- Chris Pearson reminded the Board that crimes can be reported online through the City’s web site by searching for the San Diego Police Department’s Service Request Form. Once completed and submitted, the business owner or resident would receive an incident number in response. Chris Pearson also updated the Board on the third request for a crosswalk at the intersection of El Cajon Boulevard and 60th Street. The City Engineers determined it still doesn’t meet the point standard requirements and any new efforts would need to “go back to the drawing board.” Chris Pearson also thanked the College Area Community Council and the College Area Business District Staff for testifying to the City’s Committee on the proposed alcohol ban in Montezuma Park. He also reported that funding for the City’s Infrastructure Committee ends in 2019, but there is a proposal on the table to extend funding. Chris Pearson also thanked Staff for supporting businesses on El Cajon Boulevard.
- Taylor Dupont indicated Supervisor Diane Jacob’s office was excited to be working more closely with the College Area Business District and she was going to attend our Board Meetings and any special events, such as grand opening and ribbon cutting ceremonies, on a regular basis. She also reported that Supervisor Jacob was working to increase funding for school systems in the unincorporated areas of the County. Lastly, Taylor Dupont informed the Board about the ‘Don’t Get Hooked’ campaign which works to educate people about telephone scams looking to defraud money from unsuspecting individuals; particularly the elderly with landline based telephone numbers.

6. Acceptance of Board Meeting Minutes – April 2015 and May 2015: Paul Russo reminded the Board they were considering the approval of two months of Minutes in a single vote. Lynn Owens made a motion to approve and Tyler Blair seconded the motion. **The Board approved the April 2015 and May 2015 Board Minutes 13-0.**

7. Approval of Financials – April 2015 and May 2015: Paul Russo reported the Maintenance Assessment Committee and the Executive Committee scrutinize the Financials during their respective Committee Meetings. Harold Webber made a motion to approve and Len Regan seconded the motion. **The Board approved the April 2015 and May 2015 Financials 13-0.**

8. Consent Agenda: Harold Webber made a motion to approve and Amir Rezai seconded the motion. **The Board approved Consent Agenda 13-0.**

9. Board Retreat – Setting a Date: Staff informed the Board about the agenda for the Board Retreat. It will take place at Co-Merge (a co-working space in downtown San Diego) and start with a quick tour, then the facilitator (Paul van Dolah) will work with the Board for the actual retreat. Immediately following, the Board will take a quick tour of MakerPlace (Morena Boulevard), then conclude at the High Dive. Staff suggested a late August date for the Board Retreat. The Board Members discussed various scheduling restrictions and Paul Russo suggested that Staff

send the Board Members an email survey with different time and date options. Staff will follow up with his request.

10. New Health Care Plan for Employees: Staff reported the current Health Net plan was being increased by 21% and Staff meet with Kim Brewer (Erickson Insurance) to discuss other options. A new Sharp Health Care Plan was chosen and approved by the Executive Committee which provides Staff with better health coverage with no increase in cost. Paul Russo complimented Kim Brewer and suggested contacting her if any businesses or individuals need health insurance assistance. Staff offered to provide her contact information to any interested parties.

Staff informed the Board about the upcoming Ribbon Cutting Ceremony for WaBa Grill and The UPS Store on Wednesday, July 1, 2015 and asked Board Members to attend. Additionally, Staff reported there were new Farmers at the College Avenue Farmers Market and encouraged people go and shop. Bruce Robertson informed the Board that the Farmers Market did not receive enough support from the Community and had cost the College Avenue Baptist Church too much money in marketing and Wednesday, July 1, 2015 was going to be the final Farmers Market.

10. Adjourn – 1:35 pm