



# College Area Business District

Representing the College Area Economic Development Corporation

**Board of Director's Meeting**  
**AGENDA – Wednesday May 20, 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 Woodstock's Pizza)
- 2. Public Comment/ Additions to the Agenda** **INFORMATION ONLY**  
(3 minutes per speaker)
- 3. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Café Event Update** **INFORMATION ONLY**
- 5. Grand Opening/ Ribbon Cutting Celebration** **INFORMATION ONLY**
- 6. Appointment of Executive Committee** **ACTION ITEM**
- 7. Acceptance of Board Meeting Minutes –April 2015** **ACTION ITEM**
- 8. Approval of Financials –April 2015** **ACTION ITEM**
- 9. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (May 2015)
  - b. Parade Committee (May 2015)
  - c. Marketing Committee (May 2015)
  - d. EMAD Committee (May 2015)
  - e. Executive Committee (May 2015)
  - f. Executive Director Report (May 2015)
- 10. 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  
May 20, 2015

**Board Attendance:** Tyler Blair (Chair), Harold Webber, Mike Trunzo, Pat Mueller, Amir Reza, Len Regan, Bruce Robertson, Christian Cordova, and Alex Mickle.

**Absent:** Paul Russo, Tony Konja, Teri Featheringill, Madir Cuddy, Jenny Piro, Lynn Owens, Lillian Palmer, Andrew Kootman and Bob Moosbrugger.

**Others Present:** Jim Schneider (Staff), Merek Findling (Staff), Julio De Guzman (Office of the City Attorney), Chris Pearson (Councilwoman Marti Emeralds Office), William Simons (Ascent Real Estate), Officer Adam McElroy (San Diego Police Department), Mary McElroy (San Diego Police Department RSVP Program Volunteer), Sean Liu (The UPS Store), David Clarke (Rolando Community Council), Elizabeth Studebaker (City of San Diego) and Dr. Sally Lee (San Diego Eye Professionals).

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

**2. Public Comment/ Additions to the Agenda:** Staff reported to the Board the Grand Opening and Ribbon Cutting Ceremony for Primped, Painted & Polished is being held today (Wednesday, May 20, 2015) between 5:00pm – 7:00pm at 4838 Rolando Boulevard and encouraged Board Members to attend, the Morning Buzz! has been growing and will be held Thursday, May 21, 2015 between 8:00am – 9:30am at The Living Room Coffeehouse located at 5900 El Cajon Boulevard and all are welcome to attend. The College Area Farmers' Market is today between 3:00pm – 7:00pm and asked the Board to shop and support the market. The Bike Corral should be installed today or tomorrow outside The Living Room Coffeehouse located at 5900 El Cajon Boulevard the Ribbon Cutting Ceremony will be held at 10:00am on Wednesday, May 27, 2015 and all are invited.

Mary McElroy wanted to thank the entire Board for contributing gifts and raffle items to the R.S.V.P Appreciation Party. Mary McElroy told the Board the College Area Business District was the single largest contributor of gifts and raffle items. She specifically, thanked Paul Russo for attending and for all of his contributions.

**3. Governmental Liaisons Report:**

- Julio DeGuzman updated the Board on the current success of Community Court.
  
- Chris Pearson updated the Board on the progress of changing alcohol consumption rules at Montezuma Park to no alcohol allowed. The change in Legislation is on the City Councils Agenda for Wednesday, June 10, 2015. Chris Pearson informed the Board about the intersection of Seminole Drive/Filipo Street and El Cajon Boulevard. There have been complaints and accidents due to the poor visibility and the City plans to paint additional red zones on El Cajon Boulevard to mitigate the problem. Lastly, Chris informed the Board that the City of San Diego is hiring for four hundred positions in the Public Works Department and they are looking for Civil Engineers.

**4. CAFÉ Event Update:** Staff reported to the Board that attendance was low, but all participants had a great time and Staff received many compliments. Staff indicated our goal is to sell between 500-750 tickets and add additional restaurants at next year's CAFÉ event. Len Regan praised the new tickets and encouraged Staff to continue using them next year. Staff gave a special thank you to Amir Rezai (IQ Graphics), Andrew Kootman (Order Up), and all twenty-six participating restaurants for all of their help.

**5. Grand Opening/ Ribbon Cutting Celebration:** Staff provided additional information on the Grand Opening and Ribbon Cutting Ceremony at Primped, Painted & Polished. Staff indicated this would be a new regular program to welcome all new businesses to the College Area. Staff's responsibility will include sending a Press Release and providing introductions to local restaurants and other neighboring businesses. Tyler Blair said this was a great direction for the College Area Business District.

**6. Appointment of Executive Committee:** Staff reported the clarification of the By-Laws and indicated current Executive Committee Members are allowed to remain in their positions if they desire. All of the current Members

have communicated their intent to remain on the Executive Committee. Staff indicated the Board should formalize the Executive Committee members with a vote of approval. Len Regan made a motion to approve and Amir Rezai seconded the motion. **The Members of the Executive Committee were Approved 9-0.**

**7. Acceptance of Board Meeting Minutes – April 2015:** Staff did not email Board Members the April 2015 Board Meeting Minutes and apologized. The Board decided to table this Action Item until the next Board Meeting.

**8. Approval of Financials – April 2015:** Staff did not email Board Members the April 2015 Financials and apologized. The Board decided to table this Action Item until the next Board Meeting.

**9. Consent Agenda:** Staff did not email Board Members the Consent Agenda and apologized. The Board decided to table this Action Item until the next Board Meeting. Staff thanked Woodstock's Pizza for catering the Board Meeting lunch. Additionally, Staff introduced Sean Liu (The UPS Store) and he gave the Board an overview of the products and services his business offers.

**10. Adjourn – 12:55 pm**