



College Area Business District

Representing the College Area Economic Development Corporation

Board of Director's Meeting
AGENDA – Wednesday November 18, 2015
12:00p Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115

- 1. Call to Order / Introductions**
(Lunch Provided by **Buddies Burgers**, 5854 Montezuma Road)
- 2. Public Comment/ Community Updates** **INFORMATION ONLY**
(3 minutes per speaker)
- 3. Storefront Improvement Program Updates** **INFORMATION ONLY**
(Alissa Gabriel, Storefront Improvement Program Manager)
- 4. City Maintenance Assessment Districts Update** **INFORMATION ONLY**
(Elizabeth Studebaker, City Business Improvement District Advocate)
- 5. Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker)
- 6. Request for Additions to the Agenda** **ACTION ITEM**
- 7. Acceptance of Board Meeting Minutes –October 2015** **ACTION ITEM**
- 8. Approval of Financials – October 2015** **ACTION ITEM**
- 9. Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (November 2015)
 - b. Parade Committee (November 2015)
 - c. Marketing Committee (November 2015)
 - d. MAD Committee (November 2015)
 - e. Executive Committee (November 2015)
 - f. Executive Director Report (November 2015)
- 10. Board & Committees Going Dark in December** **ACTION ITEM**
- 11. Holiday Mixer Scheduling** **ACTION ITEM**
(Proposed Date: Wednesday, December 16, 2015 at Dirty Birds College Area)
- 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
November 18, 2015

Board Attendance: Paul Russo (Chair), Tyler Blair, Harold Webber, Tony Konja, Mike Trunzo, Pat Mueller, Lynn Owens, Teri Featheringill, Lillian Palmer, Amir Rezai, Len Regan, Andrew Kootman, Len Regan, Bruce Robertson, Alex Mickle, Jim Schneider (Staff), and Emily Paddock (Staff).

Absent: Jenny Piro, Bob Moosbrugger, Madir Cuddy, Christian Cardona

Others Present : Chris Pearson (City Council District 9), Jose Reynoso (College Area Community Council), Alyssa Gabriel (City of San Diego), Elizabeth Studebaker (City of San Diego), David Clarke (Rolando Community Council), Ricardo Flores (Candidate for District 9), and Paul Schumann (College Sub Shop) .

Paul Russo introduced and thanked Buddies Burgers for catering the Board of Directors' lunch.

1. Call to Order at 12:30pm

2. Public Comment/ Community Updates: David Clarke notified the board that the RCC will be holding a Holiday Party in place of their regularly scheduled meeting on December 15th. He also disclosed that there was a change of date for this upcoming year's Street Fair. The Street Fair will be held on a Saturday (March 19th) from 10 AM - 6 PM. Jose Reynoso alerted the board of a potential cell tower to be added to the Lutheran Church on Montezuma. The CACC is currently in discussion of the esthetics of the tower and whether it is a good addition for the area. Ricardo Flores introduced himself to the board as a candidate for District 9. As a closing remark, Jim Schneider Acknowledged Paul Russo for his continuous support and sponsorship of the BOO! Parade, ending the public comments with the presentation of the Grand Marshal Award to Chris Pearson on behalf of Council Member Marti Emerald.

3. Storefront Improvement Program: Alyssa Gabriel Updated the board on the new additives to the storefront improvement program. Alyssa discussed the intricacies of the program and identified the many incentives to applying.

4. City Maintenance Assessment Districts Update: Elizabeth Studebaker graciously spoke of the implementations that the City will be instating in regards to MAD. A few new changes will be on their way in order to gain better functionality of the processes with which the districts need to adhere to in order to gain funding.

5. Governmental Liaison Report: Chris Pearson reported that the motion for the water rate increase was approved 7-2, due to the increase in prices to import water as well as the necessity to purify the water, and replace the vast amounts of aging pipe throughout the city of San Diego. He also addressed the issue of Mini Dorms, which Marti Emerald will be keeping close touch on in order to create a solution and absolve the issue.

6. Request for Additions to the Agenda: There were no requests for additions.

7. Acceptance of Board Minutes – October 2015: Harold Webber made a motion to approve and Tyler Blair seconded the motion. Bruce Robertson abstained. **The Board approved the October 2015 Board Minutes (13-0-1).**

8. Approval of Financials – October 2015: Len Regan made a motion to approve and Paul Russo seconded the motion. **The Board approved the October 2015 Financials (14-0).**

9. Consent Agenda: Mike Trunzo made a motion to approve and Harold Webber seconded the motion. **The Board approved Consent Agenda (14-0).**

10. Board & Committees Going Dark in December: Len Regan made a motion and Amir Rezai seconded the motion.

The Board Approved Going Dark in December (14-0).

11. Holiday Mixer Scheduling: The idea of opening up the Holiday party up to the public was introduced, widely accepted by all members. The suggested date for the Holiday Mixer was proposed as: Wednesday, December 16, 2015 at Dirty Birds College Area. The date is subject to change, and will be revisited promptly. Harold Webber made a motion and Amir Rezai seconded the motion. **The board approved the Holiday Mixer (14-0)**

12. Adjourn – 1:20pm