



# College Area Business District

Representing the College Area Economic Development Corporation

**Board of Director's Meeting  
AGENDA – Wednesday October 21, 2015  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
(Lunch Provided by **Bistro Sixty**, 5987 El Cajon Boulevard)
- 2. Public Comment/ Community Updates** **INFORMATION ONLY**  
(3 minutes per speaker)
- 3. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Additions to the Agenda** **ACTION ITEM**
- 5. Acceptance of Board Meeting Minutes –September 2015** **ACTION ITEM**
- 6. Approval of Financials – September 2015** **ACTION ITEM**
- 7. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (October 2015)
  - b. Parade Committee (October 2015)
  - c. Marketing Committee (October 2015)
  - d. MAD Committee (October 2015)
  - e. Executive Committee (October 2015)
  - f. Executive Director Report (October 2015)
- 8. BOO! Parade This Weekend!!!** **INFORMATION ONLY**
- 9. Follow Up from Board Retreat** **INFORMATION ONLY**
- 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  
October 21, 2015

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Harold Webber, Tony Konja, Mike Trunzo, Madir Cuddy, Pat Mueller, Lynn Owens, Bob Moosbrugger, Bruce Robertson and Alex Mickle.

**Absent:** Christian Cordona, Teri Featheringill, Lillian Palmer, Amir Rezai, Len Regan, Andrew Kootman and Jenny Piro.

**Others Present:** Jim Schneider (Staff), Natasha Englehardt (Platt College), Julio Deguzman (City Attorney's Office), Nicole Borunda (SDSU) Katelyn Hailey (Senator Marty Block's Office) Chris Pearson (City Council District 9), Officer Terry Hoskins (San Diego Police Department), Andres Garcia (ADG CPA/ Auditor), Jose Reynoso (College Area Community Council), Nick Wallace (AFLAC), Paul Schumann (College Sub Shop) and Merek Findling (MEF Consulting).

Paul Russo introduced thanked College Sub Shop for catering the Board of Directors' lunch.

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

**2. Public Comment/ Community Updates:** Jose Reynoso announced and invited everyone to the College Area Ice Cream Social this Sunday (September 20, 2015) at 2pm in the SDSU Student Union. Natasha Englehardt mentioned the new sign in front of Platt College, and that she is continuing the social media workshops to help students and businesses better use social media. Nicole Borunda introduced herself as the new Governmental and Community Liaison for SDSU. She looks forward to working with the community and serving SDSU.

**3. Government Liaisons Report:**

Julio Deguzman spoke briefly about the City's Community Court program. Chris Pearson spoke about the future increase in water rates, thanked the community for all of the hard work to get the alcohol ban in Montezuma Park and that the Rooming House Ordinance will now have the ability to enforce mini-dorms. Terry Hoskins offered Mid-City Crime Maps to anyone who wanted to receive them on-going in the future. Officer Hoskins also reminded people of the upcoming Rolando Park Community Walk. Taylor Dupont spoke briefly about the El Nino awareness and preparedness and the newly passed nuclear waste laws concerning waste in highly populated areas. Katelyn Hailey mentioned Senator Block's Bills that passed: Elder Abuse Bill combining civil & criminal trials and she also mentioned bills waiting to be passed: Children of military families being tracked through San Diego School system improvements and fighting a traffic ticket, not having to pay the fine before hearing. She also gave information about the El Nino and the drought.

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

**5. Approval of the Audit Report & Tax Returns:** President, Paul Russo introduced the Audit Report and Tax Returns mentioning that a review by Treasurer Konja and our Executive Director, Schneider along with the Auditor, Andres Garcia. Edits were made at the request of Treasurer Konja and the final draft is as presented. Harold Webber made a motion to accept the Audit & Tax Returns, Tony Konja made the second. Auditor Garcia gave a brief statement about the process. **Upon a vote, the motion was unanimously accepted. (10-0).**

**6. Acceptance of Board Meeting Minutes – August 2015:** Lynn Owens made a motion to approve and Harold Webber seconded the motion. **The Board approved the August 2015 Board Minutes (10-0).**

**7. Approval of Financials – August 2015:** Harold Webber made a motion to approve and Tyler Blair seconded the motion. **The Board approved the August 2015 Financials (10-0).**

**8. Consent Agenda:** Lynn Owens made a motion to approve and Harold Webber seconded the motion. **The Board approved Consent Agenda 10-0.**

**9. Associate Member Applications:** Staff presented the Associate Member Applications for Aloha Ajero of New York Life Insurance (5920 Estelle Street), Dr. Sally Lee of San Diego Eye Professionals (6760 University Avenue), Nick Wallace of AFLAC Insurance (49971 Randlett Drive) and Merick Findling of MEF Consulting (1048 Grand Avenue). Those present were given an opportunity to introduce themselves and a motion to accept the applicants as Associate Members was made by Bruce Robertson, a second was made by Mike Trunzo. **The Board Approved all Associate Members (10-0)**

**10. San Diegans for Open Government Lawsuit Update:** Staff Presented that after last month's meeting with Attorney Ian Williamson, The College Area Economic Development Corporation was given the opportunity to be removed from the lawsuit by the plaintiff's Attorney, Corey Briggs. The agreement was presented that we will be responsible to re-pay San Diegans for Open Government their fling free of \$95. We will also be responsible for our attorney's fees which we expect to be approximately \$2,500. All processes are being taken care of by our representative law firm, Gordon Rees. Staff has heard nothing from them directly, but will follow up as we would like to have this all behind us by the end of this month (September).

**11. Full Day Board Retreat:** We are excited for the full day board retreat at Co-merge Workplace downtown (330 A Street). After which we will tour the MakerPlace on Morena Boulevard and do a "debriefing" at the High Dive Bar/ Restaurant. A full itinerary was given to each board member and a follow up email will be sent by staff with more detail. The day should result with a Strategic Plan for the next 5 years and an education of the work places of the future entrepreneurs. College Area Business District is hoping to attract co-working places and maker places into the district to accommodate the next wave of engineering, technology and sciences start-ups from SDSU and greater San Diego.

**12. Adjourn – 1:35pm**