



**Board of Director's Meeting  
AGENDA – Wednesday August 17, 2016  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
(Lunch Provided by College Sub Shop (6150 El Cajon Boulevard))
- 2. Staff Presentation (Our Google Maps)** **INFORMATION ONLY**
- 3. Comment/ Community Updates** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 5. Request for Additions to the Agenda** **ACTION ITEM**
- 6. Acceptance of Board Meeting Minutes –July 2016** **ACTION ITEM**
- 7. Approval of Financials – July 2016** **ACTION ITEM**
- 8. Approval of the FY2016 Audit Report and Tax Returns** **ACTION ITEM**
- 9. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (August 2016)
  - b. BOO! Parade Committee (August 2016)
  - c. Marketing Committee – (August 2016)
  - d. MAD Committee (August 2016)
  - e. Executive Committee(August 2016)
  - f. Monthly Activity Report (August 2016)
- 10. Announcements:** **INFORMATION ONLY**
  - a. **Workshop: 12:30am on Wednesday, August 31, 2016 at Platt College** (6250 El Cajon Boulevard). Google & Social Media Workshop to help business owners integrate their online presence with their social media.
- 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 Director's Meeting Minutes  
4704 College Avenue, San Diego, CA 92115  
August 17, 2016**

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Harold Webber, Mike Trunzo, Natasha Englehardt, Amir Rezai, Lynn Owens, Pat Geary, Lillian Palmer, Teri Featheringill, Pat Mueller, Alex Mickle, Bruce Robertson, Nicole Borunda, Jim Schneider (Staff), and Emily Paddock (Staff).

**Absent:** Lillian Palmer, and Tony Konja

**Others Present:** Jose Reynoso (CACC), John Steffen (SDPD), Chris Pearson (City Council District 9), Arnie Garcia (SDG&E), Terry Hoskins (SDPD), Jeff Brooker (SD City Attorney), Victoria Floyd (County of SD), and Duy Tran (College Sub Shop).

Paul Russo mentioned and thanked College Sub Shop for Catering the Board of Director's lunch.

- 1. Call to Order at 12:30pm**
- 2. Presentation – Google Maps:** Staff presented to the board the Google Maps that were created representing the various MAD projects that the organization has been working on. Staff explained the reasoning behind the necessity for the mapping, with it being a proactive approach to the implementations the City may be setting forth for all banner districts.
- 3. Comment/Community Updates:** Jose Reynoso with the CACC spoke of the interest of the organization in perusing the Specific Plan. The organization is currently developing letters of support for the Plan and a visual is being drafted for the College Area. Arnie Garcia with SDG&E shared the upcoming workshop at the SDG&E Innovation Center, focusing on Restaurant Food Safety. The workshop will be taking place on September 15<sup>th</sup> with all welcome to attend. Officer John Steffen of San Diego PD commented on the increased patrol for homelessness and mentioned the planned patrol for the upcoming Aztec Nights events. Officer Terry Hoskins of San Diego PD went into depth about the importance of being proactive in regards to homelessness. Jeff Brooker of San Diego City Attorney's Office reiterated a few key points in regards to dealing with the homeless issue. Persistence is key, and an open dialogue for documentation is crucial when dealing with this issue. Nicole Borunda SDSU's Community Relations Manager updated all in attendance of the soon return of the students. There was also an update regarding South Campus Plaza; dormitories will be open for use in the spring. The retail portion of the mixed use development is to open at the leisure of the business. Updates will be provided once known.
- 4. Governmental Liaison Report:** Chris Pearson from Marti Emerald's Office, shared the 12 summations of the ballot items to be voted on in the November elections. He commended officer Terry Hoskins for his great work and support throughout the devastating loss of officer DeGuzman, also mentioning the Gofund me account created to help assist the family of the deceased officer DeGuzman. Lastly, Victoria Floyd, from Dianne Jacob's Office, gave us updated on what Dianne Jacob's Office is working on.
- 5. Request for Additions to the Agenda:** There were no requests for additions to the Agenda.
- 6. Acceptance of Board Meeting Minutes- July 2016:** Tyler Blair made a motion to approve with Harold Webber seconding the motion. **The Board approved the Consent Agenda (15-0).**

**7. Approval of Financials- July 2016:** Len Regan made a motion to approve the financials with Harold Webber seconding the motion. **The Board approved the June 2016 financials (15-0).**

**8. Approval of the FY2016 Audit Report and Tax Returns:** Harold Webber made a motion to approve the FY2016 Audit Report, and Amir Rezai seconded the motion. **The Board approved the FY2016 Audit Report (15-0).**

**9. Consent Agenda:** Lynne Owens made a motion to approve the consent agenda with Harold Webber seconding the motion. **The Board approved the Consent Agenda (15-0).**

**10. Announcements:** Staff announced the Social Media & Google Workshop, taking place Wednesday, August 31st, 2016.

**11. Adjourn – 1:35pm**