



**Board of Director's Meeting  
AGENDA – Wednesday October 19, 2016  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
(Lunch Provided by Fish Pit (4632 College Avenue))
- 2. Comment/ Community Updates** **INFORMATION ONLY**  
(3 minutes per speaker)
- 3. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Request for Additions to the Agenda** **ACTION ITEM**
- 5. Acceptance of Board Meeting Minutes –September 2016** **ACTION ITEM**
- 6. Approval of Financials – September 2016** **ACTION ITEM**
- 7. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (October 2016)
  - b. Marketing Committee – (October 2016)
  - c. BOO! Parade Committee (October 2016)
  - d. MAD Committee (October 2016)
  - e. Executive Committee (October 2016)
  - f. Monthly Activity Report (October 2016)
- 8. Announcements:** **INFORMATION ONLY**
  - a. **Boulevard BOO! Parade!** Saturday, October 29, 2016 starting at 10am. AfterBOO! Carnival hosted by College Avenue Baptist Church 11am – 2pm. Volunteers still being recruited.
- 9. 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  
October 19, 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:** Tony Konja, Andrew Kootman, and Len Regan

**Others Present:** Jose Reynoso (CACC), John Steffen (SDPD), Terry Hoskins (SDPD MidCity), Julio DeGuzman (City Attorney's Office), Jon Dubensky (2 Point Digital), Victoria Floyd (County of SD), and Arnie Garcia (SDG&E).

**Paul Russo mentioned and thanked FishPit for Catering the Board of Director's lunch.**

- 1. Call to Order at 12:30pm**
- 2. Comment/Community Updates:** Jose Reynoso with the CACC spoke of the interest of the organization in perusing the Specific Plan. The CACC will take a vote of whether the organization will be perusing the Specific Plan at next month's meeting. Jon Dubensky from 2pointDigital introduced his business to the board. The focus of the company is providing affordable digital marketing to businesses. Arnie Gracie from SDG&E announced that SDG&E's commercial rebate program has ended due to its popularity. SDG&E plans on bringing the program back in January when funds return to support it. Arnie also shared the various workshops soon to take place at SDG&E's innovation center, inviting everyone in attendance to come.
- 3. Governmental Liaison Report:** Victoria Floyd, from Dianne Jacob's Office, gave us updates on what Dianne Jacob's Office is working on. Officer John Steffen (SDPD Eastern division) reported crime rates are down along with CAP call ins. He notified everyone of the Drug-Take-Back event happening Saturday, October 22<sup>nd</sup>. Office Terry Hoskins (SDPD Mid-City Division) also reported of crime rates being down and reported that the efforts made by the College Area Business District and the businesses in the district have help alleviating some of the homeless problem. Julio DeGuzman (City Attorney's Office) expressed the importance of being diligent and thorough when reporting crimes to better help the City Attorney's Office aid the City of San Diego's communities.
- 4. Request for Additions to the Agenda:** There were no requests for additions to the agenda.
- 5. Acceptance of Board Meeting Minutes- September 2016:** Harold Webber made a motion to approve with Amir Rezai seconding the motion. **The Board approved the Meeting Minutes (15-0).**
- 6. Approval of Financials- September 2016:** Harold Webber made a motion to approve the financials with Tyler Blair seconding the motion. **The Board approved the September 2016 financials (15-0).**
- 7. Consent Agenda:** Harold Webber made a motion to approve the consent agenda with Bruce Robertson seconding the motion. **The Board approved the Consent Agenda (15-0).**
- 8. Announcements:** Staff announced the Boulevard BOO! Parade taking place next week on Saturday, October 29<sup>th</sup>, 2016 at 10am. Staff discussed the new parade direction and the addition on the Grandstands.
- 9. Adjourn – 1:30pm**