



Board of Director's Meeting
AGENDA – Wednesday September 21, 2016
12:00p Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115

- 1. Call to Order / Introductions**
(Lunch Provided by Social Tap (4800 Art Street))
- 2. Comment/ Community Updates** **INFORMATION ONLY**
(3 minutes per speaker)
- 3. Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker)
- 4. Presentation: Proposed Specific Plan** (Request for Letter of Support) **ACTION ITEM**
(Jose Reynoso: College Area Community Council)
- 5. Request for Additions to the Agenda** **ACTION ITEM**
- 6. Acceptance of Board Meeting Minutes –August 2016** **ACTION ITEM**
- 7. Approval of Financials – August 2016** **ACTION ITEM**
- 8. Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (September 2016)
 - b. Marketing Committee – (September 2016)
 - c. BOO! Parade Committee (September 2016)
 - d. MAD Committee (September 2016)
 - e. Executive Committee(September 2016)
 - f. Monthly Activity Report (September 2016)
- 9. Announcements:** **INFORMATION ONLY**
 - a. **City of San Diego's College Area Business District Survey Walk Through:** We need 40 volunteers to help us visit businesses and survey them about their needs, successes and challenges. The City's Economic Development Department is conducting this survey with all of the business districts throughout the City to determine how to improve the business atmosphere.
 - b. **Workshop: Wednesday, September 29, 2016 Introduction to "Office Hours".** Offering our business members space to meet privately with consultants from San Diego's small business support organizations in the College Area Business District's spare office space.
- 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 Director's Meeting Minutes
4704 College Avenue, San Diego, CA 92115
September 21, 2016**

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

Absent: Teri Featheringill

Others Present: Jose Reynoso (CACC), John Steffen (SDPD), Chris Pearson (City Council District 9), Victoria Floyd (County of SD), and Dr. Sally Lee (San Diego Eye Professionals)

Paul Russo mentioned and thanked Social Tap 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 organization is currently developing letters of support for the Plan and a visual is being drafted for the College Area. Nicole Borunda SDSU's Community Relations Manager informed the board of the upcoming ribbon cutting ceremony to take place for SDSU's new grand entrance on Campanille Dr. She requested a letter for support from the organization which is needed in conjuncture with the special event permit for the ribbon cutting event. Nicole requested making this an action item with Bruce Robertson motioning the action item and Mike Trunzo seconding it. The board approved forming a letter of support (16-0). Natasha Englehardt Platt College's Marketing Coordinator reported that Platt College will be having an Open House soon, inviting everyone to attend. She also made mention of Platt College creating an extension program which will include social media, photography, and animation.
- 3. 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. Victoria Floyd, from Dianne Jacob's Office, gave us updated on what Dianne Jacob's Office is working on.
- 4. Presentation: Proposed Specific Plan:** (Request for Letter of Support) Jose Reynoso explained to the board where the idea for creating a Specific Plan originated. He explained the purpose of creating a Specific Plan is to enforce, parcel by parcel, the specifications for things such as multi-use properties that would be appropriate for residents and students alike. The Specific Plan would include a blanket EIR which would be incentive for developers to develop the College Area. After the explanation, Bruce Robertson suggested there be a sentiment to include the South Side of El Cajon boulevard in the Specific Plan. With the inclusion of the footnote to be included in the letter of support, Mike Trunzo motioned to approve the letter of support with Lilian Palmer seconding the motion. **The Board approved the motion (15-1-0).**
- 5. Request for Additions to the Agenda:** There was a request to add the motion to approve a letter of support for SDSU's closing down of Campanille Dr. Bruce Robertson made a motion to approve and Tyler Blair seconded the motion. **The Board approved the motion (16-0).**
- 6. Acceptance of Board Meeting Minutes- August 2016:** Len Regan made a motion to approve with Harold Webber seconding the motion. **The Board approved the Consent Agenda (16-0).**
- 7. Approval of Financials- August 2016:** Harold Webber made a motion to approve the financials with

Tyler Blair seconding the motion. **The Board approved the August 2016 financials (16-0).**

8. Consent Agenda: Harrold Webber made a motion to approve the consent agenda with Amir Rezai seconding the motion. **The Board approved the Consent Agenda (16-0).**

9. Announcements: Staff announced the Introduction to “Office Hours” Workshop, taking place Thursday, September 29th, 2016.

Staff also announced the City of San Diego’s College Area Business District Survey Walk Through taking place on Thursday, October 6th, 2016.

10. Adjourn – 1:30pm