



**Board of Director's Meeting  
AGENDA – Wednesday February 15, 2017  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
(Lunch Provided by Dirty Birds, College Area, 6499 El Cajon Boulevard)
- 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 –January 2017** **ACTION ITEM**
- 6. Approval of Financials – January 2017** **ACTION ITEM**
- 7. Approval of FY 2018 BID & MAD Budgets** **ACTION ITEM**
- 8. Nominating Committee Selection** **ACTION ITEM**
- 9. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (February 2017)
  - b. Marketing Committee – (February 2017)
  - c. BOO! Parade Committee (February 2017)
  - d. MAD Committee (February 2017)
  - e. Executive Committee (February 2017))
  - f. Monthly Activity Report (February 2017)
- 10. Announcements:** **INFORMATION ONLY**
  - a. **SD County Fair Banners Photoshoot Saturday, March 4, 2017**
  - b. **Annual Meeting Wednesday, April 19, 2017**
  - c. **Platt College Extension Course (Social Media & Photography For Business)**
- 11. Adjourn**

\*The Board may take action only on items identified as "Action Item".

**College Area Business District  
Board of Director's Meeting Minutes  
4704 College Avenue, San Diego, CA 92115  
February 15, 2017**

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

**Absent:** Len Regan, Andrew Kootman, and Alex Mickle

**Others Present:** Jose Reynoso (CACC), John Steffen (SDPD astern Div.), Terry Hoskins (SDPD MidCity Div.), Alma Palencia (ACCION), Jeff Brooker (City Attorney's Office), True Flores (College Area News), Brad Weber (College Area/Rolando News), Jason Weisz (Sen. Atkins), Roberto Torres (City Council District 9), Arnie Garcia (SDG&E)

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

**2. Comment/Community Updates:** **Jose Reynoso with the CACC** explained the organizations focus will be on the upcoming elections. The CACC is encouraging nontraditional applicants (Business owners, property owners, etc.) as the organization would like to be more diverse, catering to the true makeup of the College Area. SDSU recently made a presentation of the EIR for the upcoming development of new dormitories. The presentation clarified concerns that the CACC may have had, with there being appreciation for inclusion in the planning process on behalf of the university. **Arnie Garcia from SDG&E** shared the plethora of workshops and programs soon to be taking place at SG&E's Energy Innovation Center. SDG&E also plans on rolling back some of the programs previously offered, with the dates of the programs to be released promptly on SDG&E's website. **Nicole Borunda with SDSU** announced the upcoming "Pink Game" where a portion of the proceeds from the admission of the woman's basketball game will go to help breast cancer research. She sadly announced that the tenant that was disclosed at the last board, Nektar, will no longer be a part of South Campus Plaza. **Alma Palencia from ACCION** shared of the success of their most recent workshop, and announced the start of Accion Academy, and 8-week course intended for business owners. **True Flores with the College Area News** introduced herself to the board and shared her involvement with the College Area neighborhood groups and the papers they have created.

**3. Governmental Liaison Report:** **Robert Torres from Georgette Gomez's Office** introduced himself as our representative from the office of the newly elected Georgette Gomez. He explained the transitional state the office is in, with them currently working to understand priority needs. Robert intends on meeting with staff in the upcoming week to discuss the needs of the College Area. **Jason Weisz from Senator Tony Atkin's Office** introduced himself and spoke of the various changes taking place to due to the recent changes in government. He intends to frequent our meetings to keep the organization apprised of what is going on in senate. **Officer John Steffen (SDPD Eastern division)** informed every one of the recent activity taking place in Eastern Division. He made everyone aware of the upcoming recycling event taking place in March at Qualcom. He also informed every one of the upcoming storms to come, and to pay attention to potential flooding. With this taking place, a forewarning was made of the possibility of increased homelessness in the area due to the evacuations of the canyons. **Office Terry Hoskins (SDPD Mid-City Division)** reported of the crimes in the area and spoke to take precautions to help deter crimes. He also mentioned of the soon to be made announcement for the Mid-City "Coffee with a Cop" to take place at the Livingroom Café. **Jeff Brooker**

with the City's Attorney Office made aware that he is available to help out in any way that he can, and is happy to become more active with the College Area Business District.

4. **Request for Additions to the Agenda:** There were no requests for additions to the agenda.
5. **Acceptance of Board Meeting Minutes- January 2017:** Harold Webber made a motion to approve with Tyler Blair seconding the motion. **The Board approved the Meeting Minutes (14-0).**
6. **Approval of Financials- January 2017:** Tony Konja made a motion to approve the financials with Tyler Blair seconding the motion. **The Board approved the January 2017 financials (14-0).**
7. **Approval of FY 2017 BID & MAD Budgets:** Harold made a motion to approve the budget adjustments with Lilian Palmer seconding the motion. **The Board approved the FY 2017 BID & MAD Budgets (14-0).**
8. **Nominating Committee Selection:** The Nominating Committee was selected with regard to the organization's bylaws. Paul Russo, Mike Trunzo, and Tyler Blair were selected to be the 2017 nominating committee. Harold Webber made a motion to accept the Nominating Committee selection with Bruce Robertson seconding the motion. **The Board approved this selection (11-0-3)**
9. **Consent Agenda:** Harold Webber made a motion to approve the consent agenda with Nicole Borunda seconding the motion. **The Board approved the Consent Agenda (14-0).**
10. **Announcements:**
  - a. **SD County Fair Banners Photoshoot Saturday, March 4, 2017**
  - b. **Annual Meeting Wednesday, April 19, 2017**
  - c. **Platt College Extension Course (Social Media & Photography For Business**
11. **Adjourn – 1:25pm**