



**Board of Director's Meeting  
AGENDA – Wednesday July 19, 2017  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
Lunch Provided by: Pokedon (6353 El Cajon Boulevard Suite 130)
- 2. Comment/ Community Updates** **INFORMATION ONLY**  
(3 minutes per speaker)
- 3. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Introduction to Shahin Edalat, (6650 Montezuma Road)** **INFORMATION ONLY**
- 5. Additions to the Agenda** **ACTION ITEM**
- 6. Acceptance of Board Meeting Minutes –June 2017** **ACTION ITEM**
- 7. Approval of Financials – June 2017** **ACTION ITEM**
- 8. Approval of the Revised FY2018 MAD Budget** **ACTION ITEM**
- 9. Acceptance of the FY2017 Audit** **ACTION ITEM**
- 10. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (July2017)
  - b. Marketing Committee – (July 2017)
  - c. BOO! Parade Committee (July 2017)
  - d. MAD Committee (July 2017)
  - e. Executive Committee (July 2017)
  - f. Monthly Activity Report (July 2017)
- 11. Open Position on Board** **INFORMATION ONLY**
- 12. Announcements:** **INFORMATION ONLY**
  - a. **Progress on Internship Project (Business List)**
  - b. **SDSU Business Assistance Workshop:** Tuesday, July 25, 2017 at 12noon in College Area Business District Office (4704 College Avenue).
  - c. **Banner Pick Ups:** San Diego County Fair Photo banners can be picked up all this week by appointment.
- 13. 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  
July 19, 2017**

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Tony Konja, Mike Trunzo, Lynn Owens, Amir Rezai, Pat Geary, Teri Featheringill, Marc Bennett, Jim Schneider (Staff), and Emily Paddock (Staff).

**Absent:** Lillian Palmer, Meghan Riva, Dave Hargreaves, Alex Mickle, Bruce Robertson, Martin Samo.

**Others Present:** Cyrus Mostashari (Lavin Center SDSU), Terry Hoskins (SDPD), Jose Reynoso (Alvarado Estates), Arnie Garcia (SDG&E), Andes Garcia (Andres D. Garcia CPA), Rachel Gregg (SDSU), Brad Weber (College Area News), Jason Weisz (Senator Toni Atkin's Office), Jon Dubensky (2point Digital Agency), Jeff Brooke (SD City Attorney's Office).

1. **Call to Order at 12:30 pm**
2. **Welcome New Board Members.**
3. **Comment/Community Updates:** Jon Dubensky of 2Point Digital Agency introduced himself and the services that 2Point offers organization/business. 2Point focuses on aiding small businesses with affordable pricing. Jose Reynoso (Alvarado Estates) explained their new efforts in combating the homeless issue in the canyons with drone surveillance. Also shared was their efforts in furthering the creation of the Specific Plan. Rachel Gregg (San Diego State University) introduced herself as the new representative for San Diego State University. She is excited to start her journey with SDSU. Arnie Garcia (SDG&E) shared information about SDG&E's newest products along with all of the workshops on the calendar for SDG&E's Energy Innovation Center. Cyrus Mostashari (SDSU Lavin Center) shared information about the Lavin Center and hopes to be able to work more closely with the College Area Business District in implementing programs to aid small businesses. Andy Garcia (Andres D Garcia CPA) went through the audit process for the organization with a clean and positive review of the FY17 financials and audit. Andy was available to answer any questions regarding this year's audit.
4. **Governmental Liaison Report:** Terry Hoskins with SDPD shared of the activity happening in the College Area. Nothing out of the ordinary has taken place recently despite a slight increase in petty theft and car burglaries. Jeff Brooke with the City Attorney's Office reminded all property owners and business owners to make certain that all those who have a letter of agency on file check the expiration date on it so SDPD can better do their job. Jason Weisz with Senator Toni Atkins Office shared the passing of the Affordable Housing Bill, out of senate. This bill will help make affordable housing more available. He also mentioned to subscribe to senator Toni Atkins' newsletter to stay up to date with all that is happening in office. Victoria Floyd with County supervisor Dianne Jacob's Office shared of their \$10,000 allocation of funds to support the 2017 Boulevard BOO! Parade. She also shared the efforts of the office in regards to safety implementations and SDPD body cameras. Roberto Torres with Councilmember Georgette Gomez shared their efforts in supplying housing efforts for homeless, along with the upcoming decision about Qualcomm stadium and Soccer City.
5. **Request for Additions to the Agenda:** There were no requests for additions to the agenda.
6. **Acceptance of Board Meeting Minutes June 2017-** Mike Trunzo made a motion to approve the June 2017 Board Meeting Minutes with Amir Rezai seconding the motion. **The board approved the motion (9-0).**
7. **Approval of Financials- June 2017:** Teri Featheringill made a motion to approve the financials with Tony Konja seconding the motion. **The Board approved the June 2017 financials (9-0).**

8. **Approval of the Revised FY18 MAD Budget:** Amir Rezai made a motion to approve the revised MAD Budget with Tony Konja seconding the motion. **The Board approved the Revised FY18 MAD Budget (9-0).**
9. **Acceptance of FY17 Audit:** Lynn Owens made a motion to accept the FY17 Audit with Marc Bennett seconding the motion. **The Board approved the FY17 Audit (9-0).**
10. **Consent Agenda:** Paul Russo pulled the June 2017 Marketing Committee Meeting Minutes to be approved at the August 2017 Board Meeting. Mike Trunzo made a motion to approve the rest of the consent agenda with Teri Feathringill seconding the motion. **The Board approved the Consent Agenda (9-0).**
11. **Open Position on Board:** Staff announced the departure of board member Natasha Englehardt from Platt College making her no longer a candidate for the College Area Business District Board. Per the organization's bylaws, the board is able to appoint an individual to fill the remainder of her time on the board. The board will further discuss this topic at the next board meeting.
12. **Announcements:**
  - **Progress on Internship Project (Business List)**
  - **SDSU Business Assistance Workshop:** Tuesday, July 25, 2017 at 12noon in College Area Business District Office (4704 College Avenue).
  - **Banner Pick Ups:** San Diego County Fair Photo banners can be picked up all this week by appointment.
13. **Adjourn – 1:25pm**