



**Board of Director's Meeting  
AGENDA – Wednesday August 16, 2017  
12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
Lunch Provided by: **Smashburger** (6061 El Cajon Boulevard)
- 2. Welcome and Update from Senator, Toni Atkins** **INFORMATION ONLY**
- 3. Governmental Liaison Report** **INFORMATION ONLY**  
(3 minutes per speaker)
- 4. Internship Presentation on BID Assessments** (Christine Evenson) **INFORMATION ONLY**
- 5. Additions to the Agenda** **ACTION ITEM**
- 6. Acceptance of Board Meeting Minutes –July 2017** **ACTION ITEM**
- 7. Approval of Financials – July 2017** **ACTION ITEM**
- 8. Approval of the 2017 Taxes** **ACTION ITEM**
- 9. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (August 2017)
  - b. Marketing Committee – (July & August 2017)
  - c. BOO! Parade Committee (August 2017)
  - d. MAD Committee (August 2017)
  - e. Executive Committee (August 2017)
  - f. Monthly Activity Report (August 2017)
- 10. Letter of Support for SDSU Dormitory Project** **ACTION ITEM**
- 11. Nominations to Fill Open Position on Board** **INFORMATION ITEM**
- 12. Announcements:** **INFORMATION ONLY**
  - a. **ADA Compliance Workshop:** Wednesday, August 30, 2017 at 8:30am in College Area Business District Office (4704 College Avenue).
  - b. **Boulevard BOO! Parade Sponsorships NOW Available**
  - c. **Opportunity to work with SDSU's Sage Project:** Staff will coordinate a ½ day Board Retreat to brainstorm and prioritize project options.
  - d. **City Beat Magazine September 6<sup>th</sup> Issue:** Highlighting the College Area as one in their series about neighborhoods throughout San Diego. Advertising opportunities are available with Paulina Tapia-Porter (619) 279-3715 or [citybeat.paulina@gmail.com](mailto:citybeat.paulina@gmail.com)
- 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  
August 16, 2017**

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Tony Konja, Mike Trunzo, Lynn Owens, Amir Rezai, Pat Geary, Teri Featheringill, Marc Bennett, Lillian Palmer, Meghan Riva, Dave Hargreaves, Alex Mickle, Bruce Robertson, Martin Samo, Jim Schneider (Staff), and Emily Paddock (Staff).

**Absent:** Mike Trunzo and Harold Webber.

**Others Present:** Cyrus Mostashari (Lavin Center SDSU), Terry Hoskins (SDPD), John Steffen (SDPD), Doug Lister (Rolando Community Council), Victoria Floyd (County of SD), Jay Harn (Daily Aztec SDSU), Connor Brooke (Daily Aztec SDSU), Rachel Gregg (SDSU), and Jason Weisz (Senator Toni Atkin's Office).

1. **Call to Order at 12:30 pm**
2. **Comment/Community Updates:** Doug Lister of Rolando Community Council announced the success of the recently held "Movies in the Park". He shared of the 300 attendees that enjoyed the feature film "Moana". Currently the RCC is looking for a speaker for their next meeting and they are commencing the planning of the 2018 Rolando Street Fair. Jay Harn of SDSU's The Daily Aztec Introduced himself and he's lead advertising agent. The Daily Aztec is looking forward to the year ahead as it is promising to be a great success. Rachel Gregg (San Diego State University) Announced the official start of school happening on August 28<sup>th</sup> with move in taking place the weekend beforehand. She shared of road closures happening on start day that may be impactful to others. Cyrus Mostashari (SDSU Lavin Center) shared information about the Lavin Center and news of their upcoming free workshop. The workshop will be open to the public with a focus on digital marketing for small businesses.
3. **Governmental Liaison Report:** Terry Hoskins with SDPD shared of the activity happening in the College Area. There has recently been a focus on homelessness in the district as there seems to be an increase. There has been suspicious activity taking place at a small house in the district that has a storefront on El Cajon Boulevard. Terry and his team will be focusing on making sure that the activity is no longer. John Steffen with SDPD explained that nothing out the ordinary is taking place in the College Area Business District. HE extended an invite to all those in attendance to their open house. 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 that funding will be allocated in updating community plans. Victoria Floyd with County supervisor Dianne Jacob's Office gave us an update of the happenings in supervisor Dianne Jacob's Office.
4. **Internship Presentation on BID Assessments:** Christine Evenson shared the process and findings of the entailment of her internship with the Collee Area Business District.
5. **Request for Additions to the Agenda:** There were no requests for additions to the agenda.
6. **Acceptance of Board Meeting Minutes July 2017-** Teri Featheringill made a motion to approve the July 2017 Board Meeting Minutes with Amir Rezai seconding the motion. **The board approved the motion (11-3-0).**
7. **Approval of Financials- July 2017:** Tony Konja made a motion to approve the financials with Lillian Palmer seconding the motion. **The Board approved the June 2017 financials (14-0).**
8. **Approval of the 2017 Taxes:** Tony Konja made a motion to accept with Amir Rezai seconding

the motion. **The board approved the 2017 taxes (14-0)**

9. **Consent Agenda:** Bruce Robertson made a motion to approve the consent agenda with Alex Mickle seconding the motion. **The Board approved the Consent Agenda (14-0).**

10. **Letter of Support for SDSU Dormitory Project:** Staff along with Rachel Gregg shared the plans for future dormitory project to take place at SDSU. After questions were answered, staff kindly sought the approval of the drafted letter of support for the project. Lillian Palmer made a motion to approve the letter of support with Meghan Riva seconding the motion. **The board approved the letter of support (14-0)**

11. **Nominations to fill 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 move forward with filling the positions by making recommendations to staff, and inviting candidates to participate in board and committee meetings. Once candidates are familiar and willing to serve, the appropriate candidate will fill the open seat.

12. **Announcements:**

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13. **Adjourn – 1:40 pm**