



Board of Director's Meeting
AGENDA – Wednesday September 20, 2017
12:00p Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115

- 1. Call to Order / Introductions**
Lunch Provided by: **Eureka!** (5140 College Avenue)
- 2. Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker)
- 3. Additions to the Agenda** **ACTION ITEM**
- 4. Acceptance of Board Meeting Minutes –August 2017** **ACTION ITEM**
- 5. Approval of Financials – August 2017** **ACTION ITEM**
- 6. Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (September 2017)
 - b. Marketing Committee (No Meeting)
 - c. BOO! Parade Committee (September 2017)
 - d. MAD Committee (September 2017)
 - e. Executive Committee (September 2017)
 - f. Monthly Activity Report (September 2017)
- 7. Letter To City Council District 9 for Bike Sharing Stations** **ACTION ITEM**
- 8. Nominations to Fill Open Position on Board** **ACTION ITEM**
- 9. Internship Project Update** **INFORMATION ONLY**
- 10. Sage Project Update** **INFORMATION ONLY**
- 11. Announcements:** **INFORMATION ONLY**
 - a. **Boulevard BOO! Parade Update:**
 - Sponsorships Still Available
 - Parade Entries CLOSED
 - Volunteers Needed!!
- 12. 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
September 20, 2017**

Board Attendance: Paul Russo (Chair), Tony Konja, Mike Trunzo, Lynn Owens, Amir Rezai, Marc Bennett, Lillian Palmer, Alex Mickle, Bruce Robertson, Jim Schneider (Staff), and Emily Paddock (Staff).

Absent: Tyler Blair, Harold Webber, Teri Featheringill, Pat Geary, Dave Hargreaves, Meghan Riva, and Martin Samo.

Others Present: Doug Lister (Rolando Community Council), Rachel Gregg (SDSU), and Jason Weisz (Senator Toni Atkin's Office) Arnie Gracia (SDG&E), Danae Rainos (Accion), Jon Dubensky (2Point Digital Agency), Patrick Connors (Voit Real Estate), Connor Wieck (Voit Real Estate), Dave Armstrong (Location Matters), Nicole Lewis (Platt College), Hayden Willis (SDSU Associated Students).

1. **Comment/Community Updates:** Doug Lister of Rolando Community Council shared the efforts of the RCC to expand their membership with their new "Welcome Packages". Doug asked the businesses in attendance for their participation in contributing items for the welcome packages, to help promote their business. The RCC is very excited for this year's parade participation. Rachel Gregg (San Diego State University) announced the approval of the new student resident hall, thanking the board for their letter of support. SDSU is currently seeking a new president. It is anticipated to receive over 200 applicants for this position. Danea Rainos (Accion) introduced herself to the board and explained what role Accion serves in aiding small businesses. Arnie Garcia (SDG&E) spoke of the new flex rates and how these new rates will affect both businesses and residents. He also shared SDG&E's upcoming educational forums. Hayden Willis (SDSU Associated Students) introduced himself and SDSU's upcoming campaign "Aztec Rocks Hunger". Hayden is asking participation from the businesses to help in the collection of monetary donations and nonperishable food items. Jon Dubensky (2Point Digital Agency) informed all in attendance about his digital marketing bootcamp. Corbin O'Reilly (Corbin's Q) introduced himself and his future business to be making its way to the district. Corbin anticipates to be up and running by the month of October. Nicole Lewis (Platt College San Diego) shared Platt's participation in the BOO! Parade along with Platt's upcoming artshow.
2. **Governmental Liaison Report:** Jason Weisz with Senator Toni Atkins Office shared the passing of the Affordable Housing Bill. This bill will help make affordable housing more available. He also mentioned that funding will be allocated to update community plans.
3. **Request for Additions to the Agenda:** There were no requests for additions to the agenda.
4. **Acceptance of Board Meeting Minutes August 2017-** Bruce Robertson made a motion to approve the August 2017 Board Meeting Minutes with Marc Bennett seconding the motion. **The board approved the motion (9-0).**
5. **Approval of Financials- August 2017:** Lillian Palmer made a motion to approve the financials with Tony Konja seconding the motion. **The Board approved the August 2017 financials (9-0).**
6. **Consent Agenda:** Amir Rezai made a motion to approve the consent agenda with Bruce Robertson seconding the motion. **The Board approved the Consent Agenda (9-0).**
7. **Letter to City Council District 9 for Bike Sharing Stations:** Mike Trunzo made a motion to approve the letter of support for Bike Sharing Stations with Mac Bennett seconding the motion. **The board approved the letter (9-0).**

8. **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. As of August 2017 board meeting, staff received a nomination from board member Alex Mickle, to propose the appointment of Nicole Lewis from Platt College to the board of directors. Lynn Owens made a motion to appoint Nicole Lewis to the Board of Directors with Lillian Palmer seconding the motion. **The Board Approved the motion (9-0).**

9. **Internship Project Update:** Staff shared the progress with the BID assessment project that was commenced by the Internship program. Staff is currently working with the City Treasurer's Office to absolve all issues regarding the City provided list of BID Assessments and any changes that need to be made.

10. **Sage Project Update:** Staff called a brainstorm this past month to discuss a collaboration with SDSU's Sage Project. At the brainstorm, the program was described, and project options were discussed. The ideas that were collected and shared at the board meeting for all those that were not able to attend the brainstorm. Staff will move forward with the application process.

11. **Announcements:**

- **Boulevard BOO! Parade Update:**
 - Sponsorships Still Available
 - Parade Entries CLOSED
 - Volunteers Needed!!

12. **Adjourn** – 1:35 pm