



**Board of Director's Meeting**  
**AGENDA – Wednesday February 21, 2018**  
**12:00p Lunch/ 12:30pm Meeting**  
**4704 College Avenue, San Diego CA 92115**

1. **Call to Order / Introductions**  
Lunch served by **Epic Wings** (5120 College Avenue)
2. **Community & Governmental Liaison Report** **INFORMATION ONLY**  
*(3 minutes per speaker)*
3. **Arkan Somo (ARCO station owner) Address Board for Request** **ACTION ITEM**
4. **Additions to the Agenda** **ACTION ITEM**
5. **Acceptance of Board Meeting Minutes –January 2018** **ACTION ITEM**
6. **Approval of Financials – January 2018** **ACTION ITEM**
7. **Staff recommendation to reduce the impact of the BOO! Parade** **ACTION ITEM**
8. **Request to Hire Consultant to work on the proposed Sage Projects** **ACTION ITEM**
9. **Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (February 2018)
  - b. Marketing Committee (No Meeting)
  - c. Hospitality Group Meeting (February 2018)
  - d. MAD Committee (February 2018)
  - e. Executive Committee (February 2018)
  - f. Monthly Activity Report (February 2018)
10. **Elections & Annual Meeting** **ACTION ITEM**
  - a. Review of the Elections Process
  - b. Choosing the Nominations Committee
  - c. Board Members whose Terms End in 2018
  - d. Nominations for the Board Seats
  - e. Time & Location for Annual Meeting
11. **Presentation: Development Plan Requesting Letter of Support** **ACTION ITEM**
12. **Announcements:** **INFORMATION ONLY**
  - a. **Rolando Street Fair:** We are hosting the Beer Tasting with Tap Truck. Proceeds will cover the cost of the Beer Garden and split between us and the Rolando Community Council.
  - b. **Pizza with a Purpose** Tuesday, February 27, 2017 from 4pm-8pm at Woodstock's Pizza.
  - c. **Woodstock's Gift Card Fundraiser:** We can purchase gift cards from Woodstock's at a discount and sell them at face value as a fundraising activity. Staff is asking the Board to assist with selling or buying at least 5 gift cards each. Please let staff know!
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  
February 21, 2018**

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Amir Rezai, Tony Konja, Mike Trunzo, Marc Bennett, Teri Featheringill, Alex Mickle, Lynn Owens, Lillian Palmer, Bruce Robertson, Cassandra Penalver (Staff), and Jim Schneider (Staff).

**Absent:** Pat Geary, Dave Hargreaves, Nicole Lewis, Martin Samo

**Others Present:** Rachel Gregg (SDSU), Hunter Young (SDSU), Arkan Somo (College Arco), Doug Lister (Rolando Community Council), Jason Weisz (Senator Toni Atkins' Office), Hamit Aras (Center Point Dental), Alonzo Nunez (Little Fish Comic Book Studio), Arnie Garcia (SDG&E), Roberto Torres (Georgette Gomez's Office), Alec Paddock (Amplify Development), Patrick Yaghoobi (Amplify Development), and Leigh Eisen (Consultant).

**Call to Order:** The meeting was called to order at 12:35 pm

**1. Community & Government Liaison Report:** **Arnie Garcia** informed that SDG&E is hosting an upcoming seminar on Tuesday, March 20 at the Innovation Center and encourages business owners to attend. To register, visit [www.seminars.sdge.com](http://www.seminars.sdge.com). He also explained peak hours beginning in June will be from 4pm-9pm. **Rachel Gregg** shared that SDSU has a new President. SDSU will also be putting on upcoming music concerts free to the public beginning this week continuing until March—on February 28 the chamber orchestra will be performing. She is also going to work on setting up a campus tour soon. **Roberto Torres** shared information on the Housing Action Plan—that City Council is searching for ways to create more affordable housing. Also, the Storefront Improvement Plan is officially back up and running. **Jason Weisz** shared the new edition of the Toni Times from the office of Toni G. Atkins. He discussed the importance of stopping human trafficking, women in low-income communities, and providing breast cancer treatments to communities who might not afford treatment otherwise. **Doug Lister** gave a reminder of the date for the Rolando Street Fair as Sunday, March 18, 2018. He also briefly mentioned that the Rolando Community Council's monthly Dinner Night Out will be happening shortly. **Hunter Young** shared that Associated Students will be having a Good Neighbor Program clean-up this Sunday, February 25 beginning at 10am. The group of students have ten routes total they will be assisting in cleaning which include SDSU as well as surrounding neighborhoods. The group will have two more clean-up days before the end of the semester.

**2. Arkan Somo (ARCO station owner) Address Board for Request:** Arkan requested a letter of support to apply for a Type 21 liquor license which will allow him to sell hard liquor at his ARCO location. Mike Trunzo made a motion to approve the request for a letter of support with Teri Featheringill seconding the motion. **The Board approved the motion (11-0).**

**3. Request for Additions to the Agenda:** There were no requests for additions to the agenda.

**4. Acceptance of Board Meeting Minutes January 2018-** Marc Bennett made a motion to approve the January 2018 Board Meeting Minutes with Amir Rezai seconding the motion. **The board approved the motion (11-0).**

**5. Approval of Financials- January 2018:** Tony Konja made a motion to approve the financials with Tyler Blair seconding the motion. **The Board approved the January 2018 financials (11-0).**

**6. Staff recommendation to reduce the impact of the BOO! Parade:** Jim recommended using \$8,000, split between the MAD and BID accounts, to help lower the amount lost from the previous BOO! Parade. Mike Trunzo made a motion to approve the recommendation with Alex Mickle seconding the motion. **The Board approved the recommendation (11-0).**

**7. Request to Hire Consultant to work on the proposed Sage Projects:** Jim proposed keeping Leigh Eisen as a consultant for the remainder of the fiscal year. Her role will be to help secure funding, review co-working space, and create the marketing brochure. Her compensation will come from the MAD account. Teri Featheringill made a motion to approve the request with Amir seconding the motion. **The Board approved the request to hire a consultant (11-0)**

**8. Consent Agenda:** Mike Trunzo made a motion to approve the consent agenda with Lillian Palmer seconding the motion. **The Board approved the Consent Agenda (11-0).**

**9. Elections & Annual Meeting:** Paul Russo, Mike Trunzo, and Bruce Robertson were selected to be the Nominations Committee. Paul Russo made a motion to accept the committee with Mike Trunzo seconding the motion. **The Board approved the nominations committee (11-0).**

**10. Presentation:** Development Plan Requesting Letter of Support: Alec Paddock presented for Amplify Development and requested a letter of support to develop a new building on the corner of College Avenue and El Cajon Boulevard. Teri Featheringill made a motion with Tyler Blair seconding the motion. **The Board approved the request (11-0).**

**11. Announcements:**

**Rolando Street Fair Involvement** – We are hosting the Beer tasting Area instead of other sponsorship

**Pizza with a Purpose** – We are hosting a fundraising event at Woodstock Pizza on February 27<sup>th</sup> from 4pm-8pm.

**Woodstock's Gift Card Fundraiser** We can purchase gift cards at a discount but sell them at face value as a fundraising activity.

**12. Adjourn – 1:45 pm**