



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

1. **Call to Order / Introductions**
Lunch served by **Union Smokehouse BBQ** (6061 El Cajon Boulevard)
2. **Community & Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker, please)
3. **Presentation: Getting Board Members Active on Social Media** **INFORMATION ONLY**
4. **Additions to the Agenda** **ACTION ITEM**
5. **Acceptance of Board Meeting Minutes –February 2018** **ACTION ITEM**
6. **Approval of Financials – February 2018** **ACTION ITEM**
7. **Approval of the FY2019 BID Budget** **ACTION ITEM**
8. **Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (March 2018)
 - b. Marketing Committee (No Meeting)
 - c. Hospitality Group Meeting (March 2018)
 - d. MAD Committee (March 2018)
 - e. Executive Committee (March 2018)
 - f. Monthly Activity Report (March 2018)
 - g. Nominations Committee (March 2018)
9. **Elections & Annual Meeting** **ACTION ITEM**
 - a. Review of the Elections Process
 - b. Review & Approve Candidates for the Board Election
 - c. Time & Location for Annual Meeting
10. **Announcements:** **INFORMATION ONLY**
 - a. **Annual Meeting & Elections Mixer:** There will be no regular meeting in April due to the Annual Meeting & Elections! **Epic Wings N' Things** (5120 College Avenue) on April 18, 2018 from 5:30pm – 7:30pm. Members are free, others are \$10 per person.
 - b. **Mangia Per Una Causa:** 2nd of the Fundraising Mixer series. Tuesday, March 27, 2017 from 5pm-8pm at **Pesto Italian Craft Kitchen** (6061 El Cajon Boulevard). Please attend and enjoy the evening!
 - c. **Woodstock's Gift Card Fundraiser:** We have purchased gift cards from Woodstock's at a discount and we will 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 if you want to participate!
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
March 21, 2018**

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

Absent: Amir Rezai, Dave Hargreaves, Martin Samo

Others Present: Rachel Gregg (SDSU), Doug Lister (Rolando Community Council), Alonzo Nunez (Little Fish Comic Book Studio), Roberto Torres (Georgette Gomez's Office), Will Remsbottom (Scrimshaw Coffee), Tori Floyd (Office of County Supervisor Dianne Jacobs), Todd Rehfluss (Rolando Community Council), John Steffen (SDPD), Jon Dubensky (2Point Digital Agency), Leigh Eisen (Consultant).

1. **Call to Order:** The meeting was called to order at 12:37 pm
2. **Community & Government Liaison Report:** Doug Lister thanked the board for attending and/or supporting the Rolando Street Fair that took place this past Sunday, 3/18. He discussed two upcoming events on behalf of the Rolando Community Council (RCC). On April 2, RCC is having a community forum with BLVD63 to discuss the possibility of the apartment complex no longer renting units per bed space. On April 17 District 9 Councilmember Georgette Gomez will be speaking at the Rolando Park Community Council Meeting. Rachel Gregg shared that SDSU Campus Police opened a new substation on the east side of campus. She also discussed that Associate Students will be hosting a clothing swap in mid-to-late April. The idea behind the clothing swap is that most students are lacking proper business attire for interviews. The concept is that if students want to take a few pieces of business attire at the event, they can either pay a few dollars or swap the items with articles of clothing that they own. John Steffen informed that he's one to contact in regards to any homeless issues. He also touched base on a recent incident involving a man claiming to be a ticket seller at the NCAA tournament. On April 28 the SDPD is putting on an event titled, "Medication Takeback" at 9225 Arrow Drive from 10:00am-2:00pm. They are encouraging the community to bring any expired prescriptions they might have. Tori Floyd discussed the Office of County Supervisor Dianne Jacobs is focusing on a program that is focusing on improving living situations and treatment of elderly citizens. She also updated that the Jamul Casino has lost its financial backing. Roberto Torres informed about a program titled, "Hire San Diego," that is working to create pathways for people to be connected with opportunities for higher-paying construction jobs. On April 29 is the event, "Coffee with Your Councilmember" at Livingroom Café (5900 El Cajon Boulevard) with Georgette Gomez from 6:00pm-7:30pm.
3. **Getting Board Members Active on Social Media:** Staff presented the need for Board Members to be more involved with the College Area Business District's social media efforts. The idea is that when Board Members like or share updates as well as RSVP to events, their personal networks might become interested in getting involved with the area or might even know business owners or developers who would take an interest in College Area. Staff will plan a workshop to assist Board Members with getting familiarized and comfortable with using social media platforms for business.
4. **Request for Additions to the Agenda:** There were no requests for additions to the agenda.
5. **Acceptance of Board Meeting Minutes February 2018-** Marc Bennett made a motion to approve the January 2018 Board Meeting Minutes with Mike Trunzo seconding the motion.
The board approved the motion (12-0).
6. **Approval of Financials- February 2018:** Lillian Palmer made a motion to approve the financials with Tyler Blair seconding the motion. **The Board approved the February 2018 financials (12-0).**

7. **Approval of the FY2019 BID Budget:** Bruce Robertson made a motion to approve the FY2019 BID Budget with Tony Konja seconding the motion. **The Board approved the FY2019 BID Budget (12-0).**
8. **Consent Agenda:** Bruce Robertson made a motion to approve the consent agenda with Marc Bennett seconding the motion. **The Board approved the Consent Agenda (12-0).**
9. **Elections & Annual Meeting:** Staff presented the fourteen qualified nominees for the nine available seats for the Board. A mailer ballot will be sent out this Friday, March 23, with voting becoming open then as well. Voting will close the Friday before the Annual Elections on April 18. Marc Bennett made a motion to accept the committee with Mike Trunzo seconding the motion. **The Board approved the nominations committee (12-0).**
10. **Announcements:**
 - Annual Meeting & Elections Mixer** – There will be no monthly mixer in April due to the Annual Elections Meeting on April 18.
 - Mangia Per Una Causa** –We are hosting a fundraising event at Pesto Italian Craft Kitchen on March 27th from 5pm-8pm.
 - Woodstock's Gift Card Fundraiser** We can purchase gift cards at a discount but sell them at face value as a fundraising activity.
11. **Adjourn** – 1:17 pm