



**Board of Directors' Meeting
AGENDA – Wednesday July 18, 2018
12:00p Lunch/ 12:30pm Meeting
4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**
Lunch Served by Tako Factory (7287 El Cajon Boulevard)
- 2. Additions to the Agenda** **ACTION ITEM**
- 3. Community & Governmental Liaison Report** **INFORMATION ONLY**
(3 minutes per speaker, please)
- 4. Preview of Staff Strategy for FY19** **INFORMATION ONLY**
- 5. Acceptance of Board Meeting Minutes –June 2018** **ACTION ITEM**
- 6. Approval of Financials – June 2018** **ACTION ITEM**
- 7. Acceptance of the FY018 Audit Report** **ACTION ITEM**
- 8. Acceptance of the FY18 Tax Returns** **ACTION ITEM**
- 9. Appointment to Vacant Board Seats** **ACTION ITEM**
- 10. Consent Agenda** **ACTION ITEM**
 - a. Business Development Committee (July 2018)
 - b. Hospitality/ Marketing Committee (No Meeting)
 - c. MAD Committee (July 2018)
 - d. Executive Committee (July 2018)
 - e. Monthly Activity Report (July 2018)
- 11. Announcements:** **INFORMATION ONLY**
 - a. **Annual Awards Mixer** (Hawaiian themed): Wednesday, July 25, 2018, 4704 College Avenue on the veranda of the College Area Business District Office. College Area Choice Awards Voting is now closed but the Award Winners will be unveiled during the Mixer!
- 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
July 18, 2018**

Board Attendance: Paul Russo (Chair), Amir Rezai, Tony Konja, Teri Featheringill, Rachel Gregg, Alonso Nunez, Lynn Owens, Lillian Palmer, Nicole Lewis, Alex Mickle, Will Remsbottom, Leigh Eisen (Staff), Cassandra Penalver (Staff), and Jim Schneider (Staff).

Absent: Tyler Blair, Mike Trunzo, Marc Bennett, Pat Geary

Others Present: Bruce Robertson (College Area Baptist Church), Sarah Petree (True Fit Tattoo), Andres Garcia (ADG CPA), Rebecca Gutierrez (Wells Fargo), Carla Holland (SBDC), Terry Haskins (SDPD), Doug Lister (Rolando Community Council), Javier Gomez (Todd Gloria's Office), Jason Weisz (Toni Atkins' Office), Jose Reynoso (CACC/Alvarado), Jeff Barga (California Bank & Trust), Christopher Vallejo (Georgette Gomez' Office), Danielle Riggins (Ultreya Coffee & Tea)

1. **Call to Order:** The meeting was called to order at 12:36 pm
2. **Community & Government Liaison Report:** Jose Reynoso Explained that the CACC is requesting input from the community. They will be requesting to eliminate parking on Montezuma Road in order to add bike lanes to make the road more walkable and safer for pedestrian use. The CACC will be having coffee group meetings to discuss visions of the future of College Area. Their next session will be at The Ugly Dog (6344 El Cajon Boulevard) on Wednesday, August 8 at 7:00pm and the anyone interested in attending is invited. Rebecca Gutierrez mentioned that there are coming up volunteer opportunities for clean-up events and she will have more information soon. Doug Lister mentioned that Rolando has two upcoming events. On Friday, July 20, they, along with the City of San Diego, are hosting a Movie in the Park night featuring the film Coco. He encouraged everyone to picnic before the film and to arrive around 7:00pm. The second upcoming event is Rolando Night Out on Friday, July 27 at 7:00pm at The Blvd (6949 El Cajon Boulevard). This event is for the community to enjoy drinks together and get to mix and mingle. Sarah Petree said that the owner of True Fit Tattoo (6561 El Cajon Boulevard) is booked now until January of 2019. True Fit is recently had their first client appreciation party and will be doing more events in the future. Tomas, the owner, is interested in attending the MAD Committee in the future. Hamit Aras gave an introduction about his Dentistry and explained he would like to be considered for a spot on the Board of Directors. Terry Haskins explained that the biggest topic brought up to him recently is homeless in the area. He discussed the Get It Done App from the City of San Diego and explained that community members can report happenings in the area directly to the city through it. He explained the difference between the Homeless Outreach Team and the Neighborhood Policing Team. He then proceeded to give updates on issues from around the area.

Lynn Owens arrived at 12:48pm.

Carla Holland from the Small Business Development Center explained that they provide free one on one advisory services to small businesses in San Diego. The Center has ten advisors in their office located in National City. Jason Weisz mentioned that there is \$33 Million in emergency funds going to the City of San Diego. He also explained the initiative created by Soda manufacturers that had put BIDs in danger. The initiative is no longer going on the ballot for a vote in November since the legislature pulled the initiative. Christopher Vallejo from the office of Councilmember Georgette Gomez discussed that a bill will be voted on soon to no longer allow landlords to discriminate against tenants based on their status with Section 8 or other income assistance. Javier Gomez from Todd Gloria's Office discussed that they recently partnered with an animal shelter for an adoption drive. Their goal was to have 100 animals adopted and at the end of the drive, but they reached over 200 animals adopted. Community members are invited to a coffee meeting with Assemblymember Todd Gloria at the Normal Heights Community Center on August 4 at 10:00am.

3. **Additions to the Agenda:** Amir made a motion to hold a closed session in exchange of having item #9 (Appointment to Vacant Board Seats) moved to the closed session of the agenda. Lillian seconded the motion. **The board approved the motion (11-0).**

Rachel Gregg updated the Board about the new SDSU president who started on June 28. Classes start next

month and orientations are already underway on campus. **Danielle Riggins** introduced herself to The Board. She recently opened Ultreya Coffee and Tea (4653 College Avenue). She was the previous partner of Lazy Hummingbird Coffee & Tea (7220 El Cajon Boulevard). She is interested in being on The Board because she knows she can offer fresh ideas to the organization.

4. Preview of Staff Strategy for FY19:

Staff gave an overview of the organization's strategy for this fiscal year. Since January of this year, the focus of the organization has shifted to Economic Development (attracting new businesses and attracting developers). Staff will be following up with Quartyard and Steel Craft since they showed interest in locating here. While Quartyard is interested in a renting a space for up to five years, Steel Craft is looking to either purchase a space or to lease one for at least twenty years. Staff also presented the launch of a business attraction campaign to attract new businesses and developers into the area. Staff is also implementing **Firestation Innovation** planning – the cowork space going into 4704 College Avenue, by working on funding through grants and sponsorships. Staff is also looking to host educational workshops for businesses with topics starting with the City/ CDC Revolving Loan Program in August. After the August Workshop, we will host monthly workshops on the fourth Wednesday of every month with a variety of helpful topics for the businesses.

5. Acceptance of Board Meeting Minutes – May 2018: Amir Rezai made a motion to accept the Board Meeting Minutes with Alex Mickle seconding the motion.

The board approved the motion (11-0).

6. Approval of Financials – May 2018: Tony Konja made a motion to approve the June 2018 Financials with Alonso Nunez seconding the motion.

The board approved the motion (11-0).

7. Acceptance of the FY18 Audit Report: Andres Garcia explained that the FY18 Audit is complete and there were no material findings appreciated the staff assistance in supplying the required documentation for the Audit. The findings show that the organization operates within the required guidelines for its financial operations. Lillian Palmer made a motion to accept the FY18 Audit Report with Amir Rezai seconding the motion. **The Board approved the motion (11-0).**

8. Acceptance of the FY18 Tax Returns: Andres Garcia also prepared the FY18 tax returns for the organization showing a reduction of the financial losses of the organization. This trend is a good one in Andres' opinion and he hopes that staff can continue to improve the bottom line of the organization's financial position. Tony Konja made a motion to accept the FY18 Tax Returns with Will Remsbottom seconding the motion. **The Board approved the motion (11-0).**

9. Consent Agenda: Alex Mickle made a motion to approve the Consent Agenda with Rachel Gregg seconding the motion. **The Board approved the Consent Agenda (11-0).**

10. Announcements:

Annual Awards Mixer—On Wednesday, July 25, 2018, the College Area Business District will be hosting the Annual Awards Mixer. Staff will be awarding six College Area Businesses. The event is on the College Area Business District's lanai (the back parking lot.) Hawaiian attire is recommended. Volunteers are needed two hours prior to the event. Bruce Robertson offered guests to park across the street in the parking lot of the College Area Baptist Church.

11. Closed Session:

The Board held a closed session after the Board Meeting to appoint the two open seats on the Board of Directors. The Board Nominated Danielle Riggins of Ultreya Coffee & Tea, Jon Dubensky of 2Point Digital Marketing, Bruce Robertson of College Avenue Baptist Church. By majority vote, the Board appointed **Danielle Riggins** and **Jon Dubensky** as the two new Board Members, both of which will serve a 1 year term (completing the terms for those who have vacated their seats at the Board of Directors).

The Closed Session adjourned at 1:55pm