



**Board of Directors' Meeting**  
**AGENDA – Wednesday October 17, 2018**  
**12:00p Lunch/ 12:30pm Meeting**  
**4704 College Avenue, San Diego CA 92115**

- 1. Call to Order / Introductions**  
Lunch Served by Fish Pit (4632 College Avenue)
- 2. Additions to the Agenda** **ACTION ITEM**
- 3. Community & Governmental Liaison Report** **INFORMATION ONLY**  
*(3 minutes per speaker, please)*
- 4. Acceptance of Board Meeting Minutes –September 2018** **ACTION ITEM**
- 5. Approval of Financials – September 2018** **ACTION ITEM**
- 6. R.J. Benoit Award Presentation** **ACTION ITEM**
- 7. Open Board Position** **ACTION ITEM**
- 8. Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (October 2018)
  - b. Hospitality/ Marketing Committee (October 2018)
  - c. MAD Committee (October 2018)
  - d. Executive Committee (October 2018)
  - e. Monthly Activity Report (October 2018)
- 9. Announcements:** **INFORMATION ONLY**
  - a. **Workshops Scheduled**
    - **National Pizza Month!** Woodstock's Pizza Gift Cards on Sale for 25% Discount
    - **Googling Your Business** (Wednesday, October 24, 2018 @8:30am)
    - **Crowdfunding for your Business** (Wednesday, November 28, 2018 @8:30am)
  - b. **Other Events**
    - **Eureka! A Fundraising Mixer!** Tuesday, October 9, 2018, All-Day Fundraiser with Mixer at 5:30pm
    - **We Are Hiring!** Two (2) PT Positions Posted for Social Media Marketing Manager and Office Manager
- 10. 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  
October 17, 2018**

**Board Attendance:** Paul Russo (Chair), Tyler Blair, Tony Konja,, Mike Trunzo, Marc Bennett, Teri Featheringill, Pat Geary, Rachel Gregg, Nicole Lewis, Alonso Nunez, Lynn Owens, Lillian Palmer, Leigh Eisen (Consultant) and Jim Schneider (Staff).

**Absent:** Amir Rezai, Danielle Riggins, Alex Mickle, and Will Remsbottom,

**Others Present:** Erik Egelko (SVN Realty), Max Reynolds (SVN Realty), Todd Rehfuss (Rolando Community Council), Jose Reynoso (CACC), Victoria Floyd (Dianne Jacobs' Office), Sarah Ward (College Area Realty), Roberto Torres (Georgette Gomez' Office), Jim Miller (Berkshire Hathaway Realty), John Steffen (SDPD) and Rebecca Gutiérrez (Wells Fargo Bank)

1. **Call to Order:** The meeting was called to order at 12:35pm
  2. **Additions to the Agenda:** There were no additions made to the agenda.
  3. **Community & Governmental Liaison Report:** **Todd Rehfuss of the Rolando Community Council** spoke about the Rolando Street fair (March 31, 2019), a Halloween Pumpkin Painting event, Woodstock's Trivia night and their Movie in the Park (Anchorman). **Jose Reynoso of the College Area Community Council** spoke about the community based efforts for the upcoming Community Plan Update and the need to have businesses involved, **Victoria Floyd of County Supervisor Dianne Jacob's Office** Affordable housing funding, TriCity Medical Center closing, **Roberto Torres of City Council Georgette Gomez's Office** mentioned the approval of a Styrofoam Ban and how it will roll out for small businesses, **Officer John Steffen of SDPD** spoke about current crime stats for the area and mentioned to be fully aware during the higher crime season during the Holiday Shopping Season.
  4. **Acceptance of Board Meeting Minutes –September 2018:** Changes to the attendance were made (teri Featheringill was not present and Nicole Lewis was present for the September meeting. Changes were accepted, **Tyler Blair** made the motion to accept the Board Meeting Minutes from September 2018 with Alonso Nunez seconding the motion. **The Board approved the motion (9-0-3). Teri Featheringill, Tony Konja and Nicole Lewis abstained due to being absent for that meeting.**
  5. **Approval of Financials –September 2018:** Tony Konja made the motion to approve the financials for September 2018 and Mike Trunzo seconded the motion. **The Board approved the motion (12-0).**
  6. **R.J. Benoit Award Presentation:** Amir Rezai, the recipient of the award, was absent, so Staff will give the plaque to him after the meeting.
  7. **Open Board Position:** Jim Schneider explained that Jon Dubensky of 2Point Digital Agency has relocated his business to Poway and has, therefore, resigned his seat on the College Area Business District Board of Directors. Jim explained the bylaws state that the Board of Directors can appoint an eligible person to fill any open seat during the year. Sarah Ward of College Area Realty has expressed interest. Sarah introduced herself and explained her willingness and reasons for her to serve on the Board. **Mike Trunzo made the motion to appoint Sarah Ward to the Board of Directors** and Tyler Blair seconded the motion.  
**The Board approved the motion (12-0).**
  8. **Consent Agenda:** Lynn Owens made a motion to approve the consent agenda with Alex Mickle seconding the motion. **The Board approved the motion (9-0).**
  9. **Announcements:**
    - Workshops Scheduled**
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    - Other Events**
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- The meeting adjourned at 1:15pm.