



## Board of Directors Meeting Agenda September 18, 2019

12:00p Lunch/ 12:30pm Meeting  
4704 College Avenue, San Diego CA 92115

Lunch Served by: [Lolita's Mexican Food](#) (5120 College Avenue)

1. **Call to Order / Introductions**
2. **Additions to the Agenda** **ACTION ITEM**
3. **Community & Governmental Liaison Reports** **INFORMATION ONLY**  
*(3 minutes per speaker, please)*
4. **Aztecs Rock Hunger Campaign** (SDSU Associated Students) **INFORMATION ONLY**
5. **Acceptance of Board Meeting Minutes –August 2019** **ACTION ITEM**
6. **Approval of Financials – August 2019** **ACTION ITEM**
7. **Consent Agenda** **ACTION ITEM**
  - a. Business Development Committee (NO MEETING)
  - b. Marketing Committee (September 2019)
  - c. MAD Committee (September 2019)
  - d. Executive Committee (September 2019)
  - e. Monthly Activity Report (September 2019)
8. **City's Proposed Sidewalk Vending Ordinance** **ACTION ITEM**
9. **Board Participation for Events** **INFORMATION ONLY**
10. **Announcements:** **INFORMATION ONLY**
  - a. **Instagram Workshops**
    - **Instagram 101** Thursday, September 26, 2019 from 9:00am-10:30am
    - **Instagram Strategies** – Wednesday, October 2, 2019 from 9:00am-10:30am
  - b. **Best Western Hotel Grand Re-Opening** - Wednesday, October 2, 2019 from 1:00pm-2:30pm
  - c. **Make It Market** – A Pop-Up Artisans' Market Tuesday, October 8, 2019 from 3pm-7pm at Black Market Brewing (4800 Art Street).
11. **Adjourn**



## Board of Directors Meeting Minutes September 18, 2019

**Board Attendance:** Paul Russo (Chair), Tony Konja, Mike Trunzo, Amir Rezai, Pat Geary, Sarah Ward, Shaya Norward, Yvette Marin, Nicole Lewis, Jim Schneider (Staff) and Evelyn Goodrich (Staff).

**Absent:** Alex Mickle, Alonso Nunez, Rachel Gregg, Will Remsbottom, Matt Cascone and Teri Featheringill. **Others Present:** Jose Reynoso (College Area Community Council), Todd Rehfuss (Rolando Community Council), Sana Loando (Georgette Gomez Office), Javier Gomez (Todd Gloria Office), Jason Weisz (Toni Atkins Office), Gilda Prado (Best Western LLI), Andrew Gade (San Diego Tint), Sam Priagola (US Cleaners), Max Reynolds (SVN), Dustin Atkins (SDSU Associate Students), Marew Yousif (SDSU Associate Students), Saul Amerling (CACC).

- 1. Call to Order:** The meeting was called to order at 12:30 pm
- 2. Additions to the Agenda:** No additions to agenda, change in order was made to discuss item number 10 between item 3 and 4.
- 3. Community & Governmental Liaison Report: Jose Reynoso (CACC),** updated the group on the progress of a student housing project on Montezuma Road and a meeting set to discuss the details of the new development. **Saul Amerling (CACC),** mentioned the new newspaper coming out this Friday with the first issue and advised business owners to get in touch with the paper for advertising. **Todd Rehfuss (RCC),** updated the group on the progress of the Clay Park improvements project, partially funded by BLVD63 and the school involvement with using part of the park during school hours. Additionally, Todd mentioned the upcoming Rolando Night Out this Friday at The Ugly Dog Pub starting at 7-9pm, and the beginning of planning for the Rolando Street Fair that has been scheduled for March 22, 2019. **Max Reynolds (SVN),** talked about available commercial spaces at 6602 El Cajon Boulevard that come in varying small size office suits. **Sam Priagola (US Cleaners),** introduced his business to the board. **Andrew Gade (San Diego Tint),** introduced his business and mentioned being interested in his business becoming an associate member. **Sarah Ward (College Area Realty),** mentioned to the group that she's working with the local community groups on organizing a fun events for the residents to participate in. **Gilda Prado (Best Western LLI),** invited everyone present to attend the Best Western Grand Re-opening after the improvements done. **Jason Weisz (Toni Atkins Office),** handed out the September issue of the Toni Times and updated the group on the last bills being pushed to the votes, including a new bill that helps with funding renovations of historic properties available to the property owners. Additionally, he mentioned the changing employment law that has been passed recently. **Sana Loando (Georgette Gomez Office),** Updated the group on the inclusionary ordinance and the chances to the energy provider options in California. Additionally, she mentioned some of the new projects starting soon including; new bus lane being painted in October up to College Area with hopes to continue through our district in the near future, sidewalk vending ordinance and the almost completion of the water main project on El Cajon Boulevard.

4. **Aztecs Rock Hunger** – Dustin Atkins and Marew Yousif (SDSU Associate Students), talked about their upcoming campaign and how local businesses can get involved.
5. **Motion to Accept Board Meeting Minutes – August 2019:** Amir Rezai made the motion to accept the Board Meeting Minutes and Mike Trunzo second the motion. **The Board approved the motion (9-0).**
6. **Motion to Approve Financials –August 2019:** Nicole Lewis made a motion to approve the financials for August 2019 and Shaya Norward second the motion. **The Board approved the motion (9-0).**
7. **Motion to Approve the Consent Agenda:** Sarah Ward made a motion to approve the consent agenda for August 2019 and Amir Rezai second the motion. **The Board approved the motion (9-0).**
8. **City’s Proposed Sidewalk Vending Ordinance:** Jim advised the board about the work being currently done to put a regulation in place to this ordinance, and he asked the board to support it in order to have some regulation in places instead of waiting a whole year to have anything approved. Amir Rezai made a motion to approve the proposed regulations for the ordinance and Mike Trunzo second the motion. **The Board approved the motion (9-0).**
9. **Board Participation for Events-** Paul urged the members of the board to participate more in events to help support the efforts of the organization to put on those events that benefit the business owners and residents. Tony Konja suggested the use of What’s App or other forms of group messaging that may be easier to remind and alert board members on what’s needed or what is happening.
10. **Announcements:** Jim mentioned to the group on the next few events happening in September and October, and invited all to participate and share those events with neighbors, friends and family.
  - a. **Instagram Workshops**
    - **Instagram 101** Thursday, September 26, 2019 from 9:00am-10:30am
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  - b. **Best Western Hotel Grand Re-Opening** - Wednesday, October 2, 2019 from 1:00pm-2:30pm
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**The meeting adjourned at 1:25 PM.**