



Board of Directors Meeting Agenda November 20, 2019

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

Lunch Served by: [Terra American Bistro](#) (7091 El Cajon Boulevard)

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. Acceptance of Board Meeting Minutes –October 2019 ACTION ITEM
5. Approval of Financials – October 2019 ACTION ITEM
6. Consent Agenda ACTION ITEM
 - a. Business Development Committee (November 2019)
 - b. Marketing Committee (November 2019)
 - c. MAD Committee (November 2019)
 - d. Executive Committee (November 2019)
 - e. Monthly Activity Report (November 2019)
7. Announcements: INFORMATION ONLY
 - a. **Small Business Saturday:** Saturday, November 30, 2019-Highlighting shops, pubs & restaurants throughout the Business District!
 - b. **Make It Market:** Saturday, November 30, 2019 from 11am-3pm - 6663 El Cajon Blvd.
 - c. **Christmahannukwanzamas Mixer:** Wednesday, December 18, 2019 from 5:30 –??pm – The Alcove Wine & Beer (5540 El Cajon Boulevard)
 - d. **Planning Investor’s Tour: January 2020**
8. Adjourn



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Board Attendance: Paul Russo (Chair), Mike Trunzo, Alex Mickle, Rachel Gregg, Sarah Ward, Nicole Lewis, Shaya Norward, Teri Featheringill, Jim Schneider (Staff) and Evelyn Goodrich (Staff). **Absent:** Tony Konja, Amir Rezai, Alonso Nunez, Will Remsbottom, Pat Geary, Matt Cascone and Yvette Marin. **Others Present:** Jose Reynoso (College Area Community Council), Andrew Gade (San Diego Tint), Lauren Vernon (College Times Courier), Victoria Floyd (Diane Jacobs Office), Johnny Lee Dang (Candidate for City Council), Sinai Rosales (Wells Fargo), Juliet Terramin (Accion), Marew Yousef (Associated Students, SDSU), Davis Lance Niehaus (Lee & Associates) and Sana Lodo (Georgette Gomez Office).

- 1. Call to Order:** The meeting was called to order at 12:30 pm
- 2. Additions to the Agenda:** No additions to agenda.
- 3. Community & Governmental Liaison Report: Jose Reynoso (CACC),** updated the group on the newly approved community update plan. The next step will be to compile all of the comments from the public before submitting it to the City. **Sinai Rosales (Wells Fargo),** introduced herself as the new Wells Fargo point of contact as well as mentioning their new deal for new business accounts, offering \$300 sign up bonus. **Rachel Gregg (SDSU),** informed the board about the successful agreement that was finally made between the City and SDSU on the purchase of the stadium. **Sara Ward (College Area Realty),** mentioned the past weekend movie event that was a great success and that they are planning to have more regular events in the area and that they are open to any suggestions and ideas. **Victoria Floyd (Diane Jacobs Office),** mentioned County affordable housing trust fund as well as new programs being implemented to help with the issue of homelessness and mental health around the city. **Lauren Vernon (College Times Courier),** mentioned to the board the continued promotion on advertising in the new local paper. **Marew Yousef (Associated Students, SDSU),** gave an update on the success of collaborating with local businesses during the Aztecs Rock Hunger Campaign, thanked the College Area Business District for all our help and advised that the final reveal of the numbers will happen on December 5th at 11am at SDSU! **Juliet Terramin (Accion),** introduced herself and mentioned their November promotion for loans of \$300-\$75,000 with a 2.5% lower interest rates to celebrate Accion's 25th year in San Diego. **Sana Lodo (Georgette Gomez Office),** gave a few updates on some of the things Gomez's office is involved with. Thanksgiving Rice Drive happening on November 23rd, new bus lanes on El Cajon Boulevard between Park Boulevard and Fairmount Avenue. Additionally, she shared a Memorandum from Georgette on the priorities for the Capital Improvement Program.
- 4. Motion to Accept Board Meeting Minutes – October 2019:** Rachel Gregg made the motion to accept the Board Meeting Minutes and Sarah Ward second the motion. **The Board approved the motion (9-0).**

5. **Motion to Approve Financials –October 2019:** Nicole Lewis made a motion to approve the financials for October 2019 and Mike Trunzo second the motion. **The Board approved the motion (9-0).**
6. **Motion to Approve the Consent Agenda –November 2019:** Paul Russo made a motion to approve the consent agenda for October 2019 and Alex Mickle second the motion. **The Board approved the motion (9-0).**
7. **Announcements:** Jim updated the group on the details of a few events happening in the next couple of weeks, including the **Small Business Saturday Celebration**. The next **Make It Market** will be a part of it and serve as a Small Business Saturday Headquarters. **Christmahannukwanzamas Mixer** is set for December 18th at the Alcove Wine & Beer Bar that's set to open any day now. **The Investors Tour** is planned for 3rd week of January 2020 with staff starting to work on all the details to make it happen.

The meeting adjourned at 1:05 PM.