



Board of Directors Meeting
April 11, 2013 12 Noon OBMA Office
AGENDA

1. Introductions Info
2. Public Comment (2min) Info
3. Additions to the Agenda (5min) Info
4. Reports from Representatives (10min) Info
 - A. Michael Patton is moving to New York to take a new job.
5. OBMA Events & Programs (10minutes) Info
 - A. **OB Farmers Market –**
 - B. **Business Development Series –** next one will be about social media & Local Thunder program
 - C. **Veteran's Plaza/Waterfront community meeting –** on April 30th at 6:30pm at Pt Loma Masonic Center
 - D. **OBMA / Ocean Villa Inn/Surfrider Pizza Sundowner – April 25th 5:30pm to 7:30pm**
 - E. **OB Revitalization Committee meeting** not scheduled yet.
 - F. **OB Street Fair & Chili Cook-Off Festival, June 22, 2013 –** next meeting is **May 6th** at 6pm
 1. Cans have been decorated – will be put in shops throughout OB to raise money for fireworks.
 2. Local OBMA members get a 20% discount for booth space.
 - G. **Fireworks –** July 4th – theme is Wonderland's 100th Anniversary
6. Committee Reports (25 minutes)
 - A. **Organization** (Barb) (M Stifano)
 1. **Approve Minutes from March 14, 2013 board meeting?** (emailed to you) Action
 2. **Approve Financial reports for Feb 2013 –** (see attachments) Action
 3. **Will the board approve of a \$500 scholarship for Pt. Loma High School to be paid through the Dollars for Scholars Program?** Action
 4. **Will the board approve the expenditure of \$25,000 for fireworks on July 4th, 2013 and having Mike Akey, 2nd VP sign the agreement?** Action
 5. D & O insurance has been renewed. Info
 6. Police Trailer - updates - we're looking at smaller trailers with bathrooms. Info
 7. Apple Tree parking lot is still completely fenced off so it can't be used – Gary Gilmore might have more information on this Info
 8. **Does the board want to participate in the 103rd Annual Festa do Espirito Santo parade on May 19th from 9am to 1:30pm.** (read letter) Action
 9. BIDC report (Denny) – Matt Kalla was in attendance Info
 - a. Banners and Flags Municipal Code Amendment report – no news
 - b. Denny was elected again for Secretary of BIDC.
 - c. We had a presentation by SDG & E, discussed a policy to help offset costs of BID staff going to seminars, local and National conferences, and possibly a small amount to cover cost of signing up for the conferences.
 - d. President of BIDC Annual report – (see attachment)
 - B. **ER Committee** (Gary) Info
 1. Next Veterans Plaza workshop – we all should attend.
 2. Next ER meeting will be the annual MAD property owner meeting that is required by our contract.
 2. Apple Tree Market parking area – Gary tried to contact property owner.
 3. MAD – The curbs may all be painted by this Board meeting.
 4. SD Bike Friendly Business Districts – Gary to follow up with Andy Hanshaw.
 5. SDSU Small Business Consulting Program – (see attached)
 6. Shared Citywide Vision needed for downtown – June 6, 5:30 – 7pm town hall meeting at Robb Field Rec Ctr. We need to have a decent showing from OBMA at this rescheduled event. (See attachment)
 - C. **Crime Prevention Committee** (Julie) Info
 1. Walk around with Capt. Andy Mills, Dave Surwillo, Sgt. Jack Nisch, plus a lot of community folks.
 2. Community Watch meeting was held on April 2nd at Tower Two, Mercy Baron is in charge and her email address is mercyless68@gmail.com.
 3. Other plans
 - D. **Promotion** (Tevia) Info
 1. Shannon Brown reported on upcoming promotions. Liz will sign us up with Trip Advisor.
 2. Raffle for the Fireworks will be changed a little – a few theme based baskets, cash prizes.
 3. Program for the Street Fair - changes
 4. Website – San Diego is the key phrase we should use for SEO.

E. **OBREL** (Dave Martin)

Info

1. Next meeting is May 7th at 2pm at the OBMA office.

F. **Design** (Mike Akey)

Info

1. Sign project for entrance – OB Town Council –voting is over.
2. Waterfront Project – very important we all go to Veterans Plaza workshop on April 30th.
3. Trees – arborist
4. Randy from Naturescape attended meeting and talked about the working on the planter beds.
4. Utility Boxes – Liz to update
5. Entryway Banners –new banners should be up in the next 2 or 3 weeks.
6. Holiday bows –
7. Mural Maintenance – Janis repaired the mural on the back side of Bravos and will fix the one on the Bacon Street Side of Bravos. Zed Electric removed it and took it to Janis' house.
8. John Atkinson – fencing design.- decided on doing two of the planters with the fencing and the simple design after a decent amount of discussion. Denny is following up with John Atkinson and the test fences will be paid for through the MAD.
9. Tile Project
10. Big Belly Solar recycling and trash cans. – the company is contacting the BIDC and hopefully we could even find a grant to help pay for these amazing trash cans.
11. Bicycle Friendly Update – no update

7. **Other announcements** –

8. **Adjourn**

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- Report from Linda Perine, Office of the Mayor Bob Filner (5 minutes) - LPerine@sanidiego.gov
 - Report from Michael Patton, Councilman Kevin Faulconer - MPatton@sanidiego.gov 619-236-6622
 - Report from Sterling McHale, Ron Roberts, County Supervisor -
[Sterling.McHale@sdcounty.ca.gov](mailto: Sterling.McHale@sdcounty.ca.gov) - 619-717-0885
 - Report from Roberto Alcantar, State Senator Marty Block – Roberto.Alcantar@Sen.CA.gov 619-645-3133
 - Report from Rachel Gregg, Assemblywoman Toni Atkins – Rachel.gregg@asm.ca.gov 619-645-3090
 - Report from Dave Surwilo, SDPD – Community Service Officer – dsurwilo@sanidiego.pd.gov