

Friends of Del Cerro (FODC) Minutes

July 26, 2017

1. **Call meeting to Order:** 6:44pm
2. **Introductions** — **Present:** Jeri, Jackie, Jane, Mary, Christine & Mike. **Absent:** Glenn
Present via conference call or via teleconference: NA
3. **Approval of Agenda:** Approved without objection
4. **Approval of the July 12th, 2017 Meeting Minutes:** Approved without objection
5. **Officers Report** —
 - Chair Report** — Jackie O'Connor
 - Meeting with Paul Sirois Thursday the 3rd or Friday the 4th of August at 9:00am to 11:30am to discuss the management plan and MAD structure. 202 C Street, 5th Floor.
Also discussed the Engineers Report.
 - Jackie will discuss the ownership of the College median with Paul
 - Jackie will forward the final Bylaws to Paul.
 - Bylaws are being revised re Policies and Procedures in relationship to MAD will be submitted as an addendum. MAD is a subcommittee has to be submitted as an addendum
 - Business Improvement District Alliance routinely purchases new event equipment for the Micro Districts. FODC is eligible to use this equipment at no charge though 2018. After 2018 there will be a \$500.00 per year charge.
 - Jackie gave Mike the current list equipment to review for potential usage
 - Discussed setting Formation Committee meeting to finalize the addendum for the MAD. Date to be August 16th. Location TBD
 - Mixer Event for Economic Development Department for the City of San Diego tentatively scheduled for July 31, location and time TBD. Business Improvement Office to review Micro District. Jackie will keep us posted
 - Jackie gave Mike copy of signed agreement re: giving grant credit to the City for the Micro District Grant
 - Vice Chair Report** — No Report
 - Secretary Report** — Jeri Deneen — No Report
 - Treasurer Report** — Christine Kociela
 - Christine has been in contact with Bonne and will be meeting with her soon.
Nothing of significance in PO Box. No additional items to report.
6. **Status of Action Items** —
 - Bylaws Update with motion to approve Bylaws — Motion approved
 - Jackie to contact Paul regarding Bylaws
 - Development Department for the City tentatively scheduled for August 15th, at the Adams Ave. Business Improvement Office, 4649 Hawley Blvd., San Diego 92116. Del Cerro will be working with Roni Kleinen from North Park. Alex Ward (Gaslamp) is the next person in line for any questions. Alex will be managing the overall Micro District process for the BID Foundation this year. Time of the event is 5:45 – 6:45 with a social hour to follow.
7. **New Business:**
 - Continued research for additional grant opportunities
 - Committee determined brand to be: “Del Cerro – Just Perfect”
 - Jeri presented logo options for Del Cerro, one was selected as a possibility but will continue to work with the graphic designer for additional options utilizing Mid Century type font and no logo
 - Mike established the grant budget that includes products, T-Shirts, License Plate Holders, Mugs, Etc.
 - New Member discussion opportunities next meeting

- Determine “ownership” of Del Cerro and College median to determine if upgrades are attainable through grant awards. Jackie to ask Paul
- MAD & FODC continuing to move forward as a collective effort

8. **Old Business** —

- Grant award list specifics guidelines for submission
- Continued research for additional grant opportunities
- Committee determined brand options are: Del Cerro – Just Perfect; Del Cerro, Shhhh don’t tell anyone
- Mike to establish a grant budget that includes products, T-Shirts, License Plate Holders, Mugs, Etc.
- Jeri to contact graphic designer for type treatment options. Mid Century type font, no logo
- New Member discussion opportunities next meeting
- Determine “ownership” of Del Cerro and College median to determine if upgrades are attainable through grant awards. Jackie to ask Paul
- MAD & FODC continuing to move forward as a collective effort

9. **Committee Reports** —

Standing Committees:

- **Marketing Committee** – Mike & Christine Kociela —
“Just Perfect” Initial Caps. Research additional Mid Century fonts. Font needs to work for both masculine and feminine options
Mike presented a Micro District Grant budget
Motion to accept Mike’s Micro District Grant Fund Budget – Motion set forth by Jane 2nd by Mary
- **Finance Committee** — No report
- **Membership Development Committee** — Glenn Thomas — No report
- **Special Benefits Committee** — Jackie O’Connor & Jane Kloforn –
Jackie to call Mark to get FODC on the agenda for the next Navajo Planning Committee Meeting
- **Fundraiser / Sponsorships / Grand Committee** — TBD
- **Maintenance Assessment Formation Committee** – Jackie as acting moderator
Discussion that MAD will move forward in conjunction with FODC as a collective group

Ad Hoc Committees:

- **Del Cerro History Committee** — No Report
Jane has also suggested producing a Del Cerro recipe book
- **Del Cerro Recipes** — Jane Kloforn –
Jane progressing on Del Cerro recipe book for online publication

10. **Action Items / Recap Motions** —

Actions:

- Jackie to contact Paul regarding Bylaws
- Jackie will attend the meeting with Paul Sirois Thursday the 3rd or Friday the 4th of August at 9:00am to 11:30am to discuss the management plan and MAD structure. 202 C Street, 5th Floor. All are welcome and encouraged to attend. Jackie will confirm date and time.
- Christine to post to FODC’s Facebook Page regarding the July 31 Mixer Event for Economic Development Department for the City of San Diego. Will post the event details and a thank you to the Micro District Grant including the Bid Foundation who is administering the Grant
- Christine to meet with Bonnie
- Mike to review the list and Business Improvement District Alliance provided of event equipment
- Formation Committee meeting date will be set at the next board meeting
- Mike to request using backroom of KNB for the next FODC board meeting
- Jeri to coordinate additional font options for Del Cerro

- Mike to update Mark Rawlings on MAD
- New Member discussion opportunities next meeting
- Determine “ownership” of Del Cerro and College median to determine if upgrades are attainable through grant awards. Jackie to ask Paul
- MAD & FODC continuing to move forward as a collective effort
- Continued research for additional grant opportunities
- Mike to contact KNB to possibly used their backroom as the venue for our next FODC meeting

Grant Application Fulfillment Actions:

- Jeri to coordinate additional font options for Del Cerro

Motions:

- Motion to accept Mike’s Micro District Grant Fund Budget – Motion set forth June, 2nd by Mary

11. Announcements —

- Next Meeting 25th August at 6:30 — Location is KNB

12. Adjourn —

- 8:08pm

Respectfully submitted,
Jeri Deneen
Secretary
August 09, 2017