



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
January 3, 2011 8:00am**

Members Present:, Doug Generoli, Lois Bach, Pam Sisneros, Michael Rammelsberg, Ryan Altman, Blair Hartwell, Dave McPheeters, Jim Yuran, Dianna Thomas, Blair Hartwell

Excused: Tony Carrillo, Phil Linssen

Absent: n/a

Staff: Judy Elliot, Scott Kessler, Bethany Yarbrough

Guests: Greg Gohde, Classic Bows; Jocelyn Brierton, Gledhill's; Martin Chevalier, Property Owner; Gary Weber, MCPD; Adam Gray, Adams Elementary; Lani Abeyta, Adams Elementary; Kristin Beattie, City Attorney's Office; Lara Easton, City Attorney's Office; Derek Murchison, Adams Elementary

A. Call to order: 8:05 a.m. Call to order by President Michael Rammelsberg

B. Introductions:

C. Additions/Deletions to Agenda:

D. Guest Speakers

1. Mayor's Office: n/a

2. San Diego Police Department: Kristin Beattie reported that shifts change on Saturday. She introduced Laura Easton who is taking over for Kristin in the mid-city division.

3. Council District 3: n/a

4. 53rd Congressional District, CA n/a

5. 39th Senate District: n/a

6. 4th District County Supervisor: n/a

7. 76th Assembly District: n/a

8. City Office of Small Business: n/a

9. Adams Elementary: Adam Gray mentioned that March 23rd will be a 50th birthday celebration for the school. The community is invited. AABA is also invited to set up a booth and share information about the association. 500 people are expected to attend. It is not a fund raiser but they are looking for charitable donations to be used for the costs of the cake and decorations. They are also looking for gift certificates and donations from restaurants, etc. We will post the event on the marquee on Adams Avenue and advertise on the AABA Facebook page and the weekly e-blast. Doug Generoli suggested that we give a donation. A discussion will take place at the Finance Committee about the amount to be donated.

10. Mid-city Parking District: Gary Weber reported that we still have money that needs to be spent.

E. Action Items:

1. Approval of December, 2011 Minutes: M/S/P Bach/Sisneros 10 members present, 9 yes

2. Approval of November 2011 Financial Reports: M/S/P Generoli/McPheeters 10 members present, 9 yes

3. Approval of Slate of Board Candidates for 2012 Elections: Jocelyn Brierton, Doug Generoli, Mickey Knab, Phil Linssen, Dave McPheeters, Michael Rammelsberg, Pam Sisneros, Russ Vuich and Jim Yuran

F. Committee Reports

1. Executive Committee: The committee discussed the annual board meeting and reviewed the nominations to the board. Ponces will be the location and it is set for Tuesday, January 24th at 8am. The annual reports will be arriving in the mail in the next week. There will be a \$10 charge to cover the cost of the meal.

2. Promotions Committee: The first Holidays on Adams was successful and we had three happy winners of the "best dressed" contest. Lois Bach thanked Todd and Susan. A permanent electrical fixture has been installed in Kensington for the annual tree lighting. We stayed within our budget. Thanks to the staff, Dianna Thomas and Pam Sisneros, Santa, and board members and volunteers for handing out the flyers and posters. We are changing the direction of our advertising to suit today's technology (distributed counter cards have become obsolete). We need to come up with a slogan or word to describe the essence of the businesses on the avenue and the

community. Please submit ideas for the new slogan. Bethany is working on our website. Taste of Adams is Sunday, June 24. We want the board members to be involved and be present for the event, interacting with the other attendees. We will survey the attendees where they heard about the event to spend our advertising dollars more efficiently in the future. Perhaps we'll have an after-Taste event on the avenue with music, etc. We also projected our accomplishments for the year: Adams Unplugged needs to be developed, Taste will be tweaked, SF will continue to improve as well as Holidays on Adams. We talked about holding block parties in addition to the board meetings to spark more interest in getting involved by AABA members. Casual breakfast socials at various locations on the avenue and inviting police to participate to talk about crime in the neighborhoods.

3. Business Planning & Development: Ed Badrak reported that there was no meeting this month. The sidewalk cleaning is moving along nicely. The bus stop at 30th and Adams: In the next week or so we should have a date for moving the bus stop at 30th on Adams. The committee is also talking about what to do with the mid-city parking money.

4. Finance Committee: We need to generally be talking about cash flow. Doug and Phil are meeting with our bookkeeper on Friday morning to separate the Annex monies from the rest of the financials. The CPA who does our annual audit likes to have the Annex included in our books but the annex pays rent but we split it with the church and in another 3 years that will go away.

7. Staff Report: Judy Elliot reported that staff has been working on updating the database and website, the annual report will be printed and sent out at the end of the week. The office is working with the city to fix burnt out street lights. The bridge over the 805 was painted all one color.

8. New Business: n/a

9. Announcements/Public Comment: Ryan mentioned Sunday, 29th 4pm to 8pm alternative happy hour at Queen Bee's in North Park.

10. Adjournment: M/S/P Bach/Altman 10 members present, 9 yes

Respectfully submitted
Lois Bach, Secretary