



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
October 9th, 2012 8:00am**

Members Present: Pam Sisneros, Dave McPheeters, Ed Badrak, Tony Carrillo, Doug Generoli, Ryan Altman, Mikey Knab, Phil Linssen, Jocelyn Brierton

Excused: Lois Bach,

Absent: Michael Rammelsberg, Russ Vuich

Staff: Judy Elliot, Scott Kessler, Bethany Yarbrough

Guests: Katherine Fortner, Susan Davis' office; Gary Weber, Parking District; Jason Weisz, Tony Atkins office; Officer Jenny Hall, SDPD; Steve Kader, AA Street Fair Talent Buyer;

A. Call to order: 8:06 a.m. Call to order by President Ed Badrak

B. Introductions: All were self-introduced

C. Guest Speakers

1. **Mayor's Office:** n/a

2. **San Diego Police Department:** Officer Jenny Hall reported on incidences in the area. She reminded everyone to keep windows and doors locked. SDPD has made some arrests of suspects for series of burglaries and robberies. It was also reported that Villainous Lair Comics had one of their plate glass windows broken when a man threw another man through it.

3. **Council District 3:** n/a

4. **53rd Congressional District, CA:** Katherine Fortner reported on Congresswoman Susan Davis' proposed legislation to make internet companies disclose whether they adjust a product of service's price based on the consumer's personal information.

5. **Business Improvement District Council:** No report.

6. **73rd Assembly/Toni Adkins:** Jason Weisz reported that Assembly member Toni Atkins will be holding a coffee klatch on Saturday, October 20th from 10:00 – 11:30 at Mesuggah, 4048 Goldfinch St. in Mission Hills

D. Action Items:

1. Approval of September, 2012 Minutes: **M/S/P Generoli/McPheeters** 9 members present, 8 yes

2. Approval of August, 2012 Financial Reports: **M/S/P Generoli/Knab** 9 members present, 8 yes

E. Committee Reports

1. **Executive Committee:** Ed Badrak reported that all Committees have been asked to produce a calendar and budget for the coming year.

2. **Promotions Committee:** Judy Elliot reported Promotions Committee is planning for the Holiday event and working on using our slogan on T-shirts and bumper stickers. Scott Kessler reported on the Street Fair – Produced 8 page program, beer sales up, vendor booths were sold out, great advertising and coverage of AABA financially was a great event. Other comments were: evaluate music budget and do we need to increase it or do better job of monitoring and how can we build infrastructure for the event.

3. **Business Planning & Development:** General discussion on publicizing “what's happening on the Avenue” – new businesses coming in and old ones leaving. Will do this through E-blast and on website

4. **Finance Committee:** Doug Generoli reported the Street Fair revenues are higher than in past several years; Staff will prepare a cash flow projection for next seven months; Finance Committee will be exploring new revenue generating ideas such as grants and web based cash generators like “Kick Starter”.

F. Staff Report: Judy Elliot reported:

- City will be taking input on Capital Improvement Program (CIP) that neighborhood planning groups would like to see developed
- Attended a City training on CIP
- Attended meetings with North Park Planning Group for CIP projects for area of Adams Avenue Business District west of 805
- Coordinated with Blind Lady Ale House on holding a “Park(Ing) Day” a global event where citizens, artists and activists temporarily transform parking spaces into public spaces. Along with bike parking, tables and chairs were placed on the street to show another alternative use for the street.
- Attend KenTal Planning meeting regarding placing a bike corral in Kensington
- Attended Bike Corral opening in North Park

G. New Business: Concern was expressed over trash and lack of oversight by owners

H. Announcements/Public Comment: n/a

I. Adjournment: M/S/P Linssen/Altman

Respectfully submitted

Judy Elliot, Executive Director