



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
November 6, 2012 8:00am**

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

Excused: n/a

Absent: Russ Vuich

Staff: Judy Elliot, Scott Kessler

Guests: Greg Gohde, Classic Bows; Katherine Fortner, Susan Davis' office; Gary Weber; Dion Akers, council district 3; Alison Flynn, Villainous Lair; Rosalie Martinez, OLP; Elizabeth LaCosta, St. Didacus; Chris Mitchell, Villainous Lair; Ron Lacey

A. Call to order: 8:05 a.m. Call to order by President Ed Badrak

B. Introductions:

C. Guest Speakers

1. **Mayor's Office:** Ron Lacey reported that it's been a pleasure working with the AABA all of these years as part of the Mayor's administration. They are in the transition period as we wait until we find out who our next mayor will be.

2. **San Diego Police Department:** n/a

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

4. **53rd Congressional District, CA:** Katherine Fortner reported that Susan has been in town for the past several weeks and has been traveling all over the district. Susan toured the San Ysidro border crossing facility as they are working on construction and trying to cut the wait time to cross the border from 2 hours to 30 minutes. She was the keynote speaker for the GSDBA luncheon and spoke to small businesses that belong to one of the largest Chamber of Commerce's in San Diego county.

5. **Business Improvement District Council:** Judy Elliot reported that she didn't attend the meeting last month.

6. Action Items:

1. **Approval of October, 2012 Minutes:** M/S/P McPheeters/Mikey Knab 11 members present, 10 yes

3. **Approval of September, 2012 Financial Reports:** M/S/P Linssen/Brierton 11 members present, 10 yes

E. Committee Reports

1. **Executive Committee:** Ed Badrak reported that the Nominations Committee has been formed: Dave McPheeters as Chair, Russ Vuich, Mikey Knab, Jocelyn Brierton, Michael Rammelsberg. We're working on a business plan for next year.

2. **Promotions Committee:** Lois Bach reported that we had a Street Fair wrap-up by Scott Kessler and Steve Kader, talent booker. We had our fall mixer at Villainous Lair which had a great turnout. We also discussed the December Holiday event and the committee decided to concentrate the event in Kensington, centered around the tree lighting with Santa, a hill of snow, carolers, etc. It takes place on Sunday, December 2 from 2pm to 5pm. Restaurants will provide beverages for the kids. There will also be an area for art projects. The event will be promoted through the local schools in the community, and there will be posters and flyers. Lois provided a budget to the treasurer, Doug Generoli.

3. **Business Planning & Development:** Tony Carrillo reported that parking is getting tighter at the west end of Adams Avenue, making it more difficult for customers to find a place to park. The city government needs to realize that parking will just get worse as new construction is allowed exemptions by the city.

4. **Finance Committee:** Doug Generoli reported that we are increasing our profitability. We also discussed that we are in our cash flow season. TOT funds were \$43,000 this year. We also sold out all of our booths with increased prices at Street Fair this year which helped in our profit for the event.

5. **Staff Report:** Judy Elliot reported that we are still fairly busy. North Park is doing their plan update so she's been working with them on that. Capital improvement projects include doing enhancement on the west end of the avenue past the 805 because that area is considered North Park. We also discussed adjustments to the 805 bridge. Normal Heights projects discussed include installing a stop light at the intersection of Adams and East Mountain View. This is a part of Safe Routes to School program. Judy met with a mural artist the other day. Our database has been updated for our new businesses. Lois Bach suggested using parking funds to paint more crosswalks on Adams Avenue. Judy also announced that she will be retiring at the end of November.

6. **New Business:** n/a

7. **Announcements/Public Comment:** n/a

8. **Adjournment to closed session to discuss personnel:** M/S/P Rammelsberg/Linssen 11 members present, 10 yes

Closed session was continued the following morning when Scott Kessler met with the Executive committee and several board members and accepted an employment package as the Executive Director. We'll ratify it at the next board meeting. **Adjournment:** M/S/P Bach/McPheeters 7 members present, 6 yes

Respectfully submitted
Lois Bach, Secretary