



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
December 4, 2012 8:00am**

Members Present:, Lois Bach, Pam Sisneros, Ryan Altman, Dave McPheeters, Ed Badrak, Doug Generoli, Phil Linssen, Jocelyn Brierton, Mikey Knab, Russ Vuich

Excused: n/a

Absent: Tony Carrillo, Michael Rammelsberg

Staff: Scott Kessler, Bethany Yarbrough

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; Rita Pirkl, Village Vino; John Highkin, Young Audiences of SD; Steven Florman, neighbor; Roxanne Govari, Pemberley Realty.

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

B. Introductions:

C. Guest Speakers

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

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

3. **Council District 3:** Dion Akers reported that the Inauguration was yesterday and Todd was nominated by unanimously to be the Council President. Dion also said that although his new area of the district is downtown, he will still be serving the Council 3 section of Adams Avenue. Council will be on recess after this week until the new year.

4. **53rd Congressional District, CA:** Katherine Fortner reported that Susan's district is shifting east but AABA is still in her district. Susan is currently in Washington. Congress is expected to work up until Christmas and may have to go back before the new Congress is sworn in. Inauguration tickets will be distributed in a random lottery to those who have requested them.

5. **Business Improvement District Council:** Scott Kessler reported that he didn't attend the last meeting and the next meeting is on December 13. We are processing our reimbursements.

6. Action Items:

1. **Approval of November, 2012 Minutes: M/S/P Bach/Knab** 10 members present, 9 yes

2. **Approval of October, 2012 Financial Reports: M/S/P Generoli/Linssen** 10 members present, 9 yes

3. **Set Annual Meeting Date of January 22nd, 2013 M/S/P Knab/Sisneros** 10 members present, 9 yes

4. **Set Annual Retreat Date of February 5, 2013 M/S/P Linssen/Bach** 10 members present, 9 yes

E. Committee Reports

1. **Executive Committee:** Ed Badrak reported that we are working on our annual business plan and in preparation we are getting information from the various committees. New construction is happening in the area. Now we will have two city council districts representing Adams Avenue.

2. **Promotions Committee:** Lois Bach reported that the holiday event on Sunday was a great success. Snow and Santa arrived promptly at 2pm. We also had two craft areas. Santa gave out all 250 candy canes and the kids kept coming. Ponces and Kensington Video provided refreshments. Alison Flynn sponsored the snow. Back to Tombuctou and Pachis for craft projects, carolers from OLP. We had help from some of our board members. The event will expand for next year. Talks of planning some quarterly walkabout events with unique nodes along the avenue are now happening. Scott said that artists are being contacted for Unplugged.

3. **Business Planning & Development:** Tony Carrillo was not at the meeting but Ed mentioned the murals committee and some ideas being talked about concerning parking.

4. **Finance Committee:** We are in the time of the year that we don't have revenue coming in but we are much better shape than 4 or 5 years ago when we were cutting back on staff hours. We are also trying to tie

up loose ends so anyone who has finance related items that you have questions on, send Doug an e-mail and the committee will discuss it at the December meeting.

5. **Nominations Committee:** Dave McPheeters reported that there are several nominees in consideration and we might have more nominations than slots available.
6. **Communications Committee:** The name of this sub-committee will be changed to Social Media. Last Thursday was the first meeting and it was well attended. Optimizing the website is a major concern.
7. **Staff Report:** Scott Kessler reported that he has been on the job in his new position for the past week. He and Bethany have been busy transitioning with Judy Elliot. In the next few weeks we're working on creating the strategic plan for AABA and will pass it out at the next Board meeting. Staff is also busy preparing the annual report. Parking is a focal point for the strategic plan to talk to churches and schools about a weekend parking plan to utilize parking lots that are not in use during that time. The board meeting in January was moved to January 8th because the first Tuesday of the month is New Years Day. M/S/P McPheeters/Bach 10 members present, 9 yes
8. **New Business:** n/a
9. **Announcements/Public Comment:** Gary Weber mentioned the holiday bridge lights and the electrical upgrades.
10. **Adjournment to closed session to discuss personnel:** M/S/P Knab/Bach 10 members present, 9 yes

Respectfully submitted
Lois Bach, Secretary