



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
December 2, 2014 8:00am**

Members Present:, Lois Bach, Pam Sisneros, Dave McPheeters, Alison Flynn, Lisa Greshko, Phil Linssen, Mikey Knab, Tony Carrillo, Shayna Roberts, Ryan Altman, Russ Vuich, Ed Badrak

Excused: Doug Generoli, Jocelyn Brierton, Michael Rammelsberg

Absent: n/a

Staff: Scott Kessler, Kat Carney

Guests: Greg Gohde, Classic Bows; Jenny Hall, SDPD; Peggy Rose Levin, Century 21 Realty; Alyssa Wilcox, Heights Park Ins.; Stan Vogelsang, Copley-Price YMCA; Steve Kader, AABA talent buyer; Toni Duran, 78th Assembly District; Liz Studebaker, Mayor's BID representative; Adriana Martinez, Council Dist. 3; Chris Ward, 39th Senate District; Wesley Hsu, Swingby; Rita Pirkl, Village Vino; Gary Weber

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

2. Introductions:

3. Additions/Deletions to Agenda: The AABA promotional video was shown at the beginning of the meeting. Ed mentioned the Bravo Awards and the AABA Entertainment award for the Adams Avenue Street Fair.

3. Guest Speakers

- a. **San Diego Police Department:** Jenny Hall reported that the juvenile service team gathers toys and delivers them to needy families. The toys will be delivered on December 20th. Toy collection will begin on December 5th at 6pm to 8:30pm. Holiday time means to be aware of your safety while shopping and to guard against home burglaries.
- b. **Council District 3:** Adriana handed out Todd's Centennial newsletter highlighting happenings in the upcoming year in Balboa Park. December Nights is the next big event. The City Council is in and out of recess during the month of December so she didn't have any news to report. We have water restrictions for watering lawns and washing cars.
- c. **Council District 9:** n/a
- d. **39th Senate District:** Marty Block is looking for new legislative ideas for the new year. The Senate is out on recess and will reconvene in January. All new legislation will be presented before the end of February so if anyone has a good idea, please share it with the Senator's office.
- e. **53rd Congressional District, CA:** n/a
- f. **4th District County Supervisor:** n/a
- f. **78th Assembly District:** Toni reported that they reconvened yesterday and the new members of the assembly were sworn in. Yesterday Speaker Atkins was nominated again to be Speaker. She will have that post for another two years. Wednesday, December 10th: The office will be collecting gifts for children in need.
- g. **Community Planning Group Report:** The Normal Heights Planning group met and the Decobikes locations were selected. Additional parking spaces on Hawley was also a priority. The city repainted the lines to add 8 additional parking spaces.
- h. **City of SD Mayor's office:** Liz first thanked Scott for hosting the last BID council meeting. BID forums for economic development, focused on administrative changes this next year. Community Profile Maps for the BIDs was mentioned. Bikes were a focus in the past month; passively introducing bicycling into your website and social media and identifying your BID as a bike-friendly district. The city is hiring a planner who is focusing on all the special events that happen in the city in regards to the California Environment Quality Act.
- i. **Copley Price YMCA:** Stan Vogelsang reported that the new YMCA will be state-of-the-art. Soft opening on Monday, December 29th. Grand opening on Saturday, January 3rd.
- j. **5. Action Items:**

- a. **Approval of November 2014 Minutes M/S/P** Bach/Knab 12 members present, 11 yes, 1 abstain
- b. **Approval of October, 2014 Financial Reports: Because Doug was out of town and the Finance Committee did not meet, Phil proposed to hold this vote until the January, 2015 meeting. M/S/P** McPheeters/Flynn 12 members present, 12 yes
6. **Discussion Items:**
 - a. **Nominations Committee Report:** All of the board members currently up for reelection have been asked if they are interesting in running again. Some folks in the community have shown interest in joining the board and have fulfilled the requirements (attending at least one board meeting and one committee meeting). All of these names will be on the ballot. The ballots will be mailed out with the annual report the first week in January.
 - b. **Holiday Meeting Schedule:** Because it is the holiday season we need to tweak some of the monthly meetings. The Executive Board meeting will be scheduled for Tuesday, Dec. 23.
 - c. **Adams Elementary/SDGVA improvements:** Alison and Phil attended the last meeting. The classrooms are being renovated. There is a joint-use agreement with the school and the city with the playing field. The goals of the AABA are: Insure that the funds will benefit the most people in the community. Preserve the open space on the current Adams campus. Insure adequate parking space for the community, teachers and staff. The next meeting is on December 11 at 6:30pm at 35th St. and Madison.
7. **Committee Reports**
 - a. **Executive Report: The committee didn't meet last month and agreed to the agenda via e-mail.**
 - b. **Staff Report:** Scott Kessler reported that we are still waiting for our MAD reimbursements from the city. The AABA shopping video is getting updated to add a few more business signs. The banners have been hung and are expanded down 30th St. two blocks. The office has been working with the city to remove city signs from our acorn light posts. The mid-city little league needs to raise money (the AABA gives \$500 each year). **Marti Emerald's office donated \$10,000 from District 9's discretionary funds** to be used in Kensington. Scott also thanked Marti Emerald and Todd Gloria for posting our video on their websites.
 - c. **Promotions Committee:** Mikey Knab reported that the banners have been traded out for the holidays. A Santa has been located for the December 14th Kensington event along with snow in the library park; thanks to Alison Flynn for her sponsorship. We are currently negotiating for a contract with a sponsorship agent.
 - d. **Business Planning & Development:** Alison Flynn reported that in addition to the school expansion that has already been discussed, concrete was grinder down at designated "trip and fall" sidewalk locations. Andre the artist has started work on his murals at Wilson and Adams. We replaced one destroyed light pole on the avenue.
 - e. **Finance Committee:** Doug was not in town and there was no finance committee meeting in November.
 - f. **New Business: Steve Kader announced that the Unplugged planning committee meetings have begun and we are accepting submissions until February 1st.**
 - g. **9. Adjournment at 9:35 a.m. to closed session. M/S/P** Linssen/Bach 11 members present, 11 yes

Respectfully submitted
Lois Bach, Secretary