



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
February 7, 2012 8:00am**

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

Excused: Jocelyn Brierton

Absent: n/a

Staff: Judy Elliot, Scott Kessler, Bethany Yarbrough

Guests: Greg Gohde; Dianna Thomas, Gary Weber, MCPD; Willie Sisneros, Darlene Love, Property Owner; Jenni Hall, SDPD; Katherine Fortner, 53rd Congressional District of CA; Ron Lacey, Mayor's office; Dion Akers, Council District 3; Sean Eshelman, Uptown News

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

B. Introductions:

C. Acceptance of Board Election Results and Introduction of new Board Members

D. Election of 2012 Officers Slate: Ed Badrak, President, Dave McPheeters, Vice President, Doug Generoli, Treasurer, Lois Bach, Secretary; **M/S/P Linssen/Rammelsberg** 12 members present; 11 yes

The new President, Ed Badrak, took over the rest of the meeting proceedings. Ed presented Dianna Thomas with a certificate of thanks for her time as a board member.

E. Additions/Deletions to Agenda: Ed requested moving Item J to a closed session after the open Board Meeting.

M/S/P Badrak/Linssen 12 members present, 11 yes

F. Guest Speakers

1. Mayor's Office: Ron Lacey reported that the mayor gave his last State of the City address last month. The deficit is resolved so talk will end about decreasing hours at Park and Rec centers and libraries, and cut backs in the police and fire departments. Another topic was the convention center expansion and ways to finance it. The Chargers stadium was also mentioned. If public funds were needed to finance the project, it would be put on the ballot for voters to decide. The mayor's office is looking at other sites for a stadium. The new central library is scheduled to be completed by mid-2013.

2. San Diego Police Department: Jenni Hall reported that an encampment on El Cajon Blvd. has been cleaned up since her last report. A mentally ill man who has been harassing people on Adams Ave. is on watch and people are encouraged to call in reports if he begins his harassment again.

3. Council District 3: Dion Akers reported that he enjoyed the annual breakfast meeting. The sewer job near Utah and Adams is nearly completed. When it is done, the street surfaces will be sealed.

4. 53rd Congressional District, CA Katherine Fortner handed out the latest newsletter. Payroll tax, medicare payments and unemployment have been topics that congress is currently dealing with this month. Susan Davis will be taking some time to walk the avenue with Judy.

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. BID Council: Judy Elliot reported that discussions for MAD reimbursements will work more smoothly with the city. With the subject of city fees and services: how should we divide that money amongst all of the BIDs?

G. Action Items:

1. Approval of January, 2012 Minutes: **M/S/P Bach/Sisneros** 12 members present, 10 yes, 1 abstention

2. Approval of December 2011 Financial Reports: **M/S/P Generoli/Rammelsberg** 12 members present, 11 yes

3. Approval for a donation of \$300 to Adams Elementary for their 50th anniversary party: **M/S/P Generoli/Linssen** 12 members present, 11 yes

H. Committee Reports

- 1. Executive Committee:** Michael Rammelsberg reported that this committee prepares the agenda for the board meeting.
- 2. Promotions Committee:** Lois Bach reported that Taste of Adams will occur on Sunday June 24th from 11am to 3pm. We will be bringing the event back in-house so we will be depending on help from the board and volunteers. By donating an hour of their time to help board members and volunteers will receive a free pass to the event. Pre-event help would include distribution of posters and postcards or helping out in the office. During the event we will need folks to help sell tickets, survey the attendees, take photos for our website. We are working to combine the Taste punch card with the event map and advertising. Some new advertising concepts: free e-mail mentions and informal ads on our website and a business directory to hand out in member businesses. Member mixers: The next mixer will occur in early March. A budget will be presented to the finance committee at the next meeting. Scott Kessler reported that we are two months away from the Adams Avenue Unplugged event. We have a new budget for the festival. Scott walked the avenue last week and every business he approached are interested in participating with music. We still need to attract people to rent booths.
- 3. Business Planning & Development:** Ed Badrak reported that Tony Carrillo is the new chair of this committee. We are trying to clean up all of the markings on the avenue. The parking meters at 30th and Adams still need to be moved.
- 4. Finance Committee:** Doug Generoli reported that the committee discussed the end-of-the-year financials. We are changing the way we structure our books so we will account for the school annex and expenses in a different way. The committee also discussed the Unplugged event: we are looking to break even financially. AABA is in much better financial shape than two years ago when we had to reduce staff hours.

I. Staff Report: Judy Elliot reported that staff has been working on Unplugged. Bethany is busy getting the website up to date. Last week staff finished the grant application for economic development and tourism support and submitted it in on time. We fired our sidewalk steam cleaner and are looking for a replacement. Corner Liquor is completed with its storefront painting. The vendors for Unplugged will all be located on the grass near the park. There will be 120 selected vendors selling arts and crafts. The cost will be \$275 per booth. There will also be 13 food vendors. We don't need a police permit for this event which will help greatly in keeping the costs down.

J. New Business: AABA sponsored card services proposal

K. Announcements/Public Comment: Ryan reported that the San Diego Healing Arts Festival will take place on Saturday, May 19th.

L. Adjournment to closed session at 9:15am: M/S/P Linssen/Rammelsberg 12 members present, 11 yes

Respectfully submitted
Lois Bach, Secretary