

Adams Avenue Business Association

Minutes - Board of Directors Meeting

April 1, 2014 8:00 am

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

Excused: Jocelyn Brierton, Michael Rammelsberg

Absent: n/a

Staff: Scott Kessler, Kat Carney

Guests: Greg Gohde, Classic Bows; Gary Weber, Mid City Parking District; Jenny Hall, SDPD; Dena Harns, SDGVA; Peggy Rose Levin, Century 21 Horizon; Lois Miller, NHCDC; Brent Ross, NHUMC; Caroline McKeown, SDGVA parent; Robert Glick, Century 21 Award; Christine Kane, SDGVA; Elizabeth Studebaker, City of San Diego; Adriana Martinez, District 3 City Council; Cynthia Gomez, SDGVA; Chris Ward, Senator Block’s office; Lauren Prescott, Ron Roberts office

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

1. Introductions: 3. Additions/Deletions to Agenda: n/a 4. Guest Speakers
2. San Diego Police Department: Jenny Hall reported that Saturday April 26th is Prescription Drug Take Back Day from 10am until 2pm. The closest location to Adams Avenue is the North Park Lions Club on Utah. She reported on two personal robberies, both late at night, both multiple males robbing a lone woman.
3. **39th Senate Dist:** Chris Ward reported that Senator Block has introduced several bills such as SD 473: Human Trafficking, SB 1061: DMV Automatic Voter Registration, SB 911: Assisted Living Residential Care Facility, and SB 850: Community College Bachelor Degree Programs. Bills that affect small businesses include SB 1295: Trespass Authorization Form to renew annually instead of every 6 months, and SB 1401: Trade Enforcement that helps the growing local craft brewing industry.
4. City of San Diego, Liz Studebaker: Liz reported that BID budgets are going to the City Council either April 14 or 15. She has been working quite a bit on Bike Share. 11 of the 17 BIDs will have Bike Share kiosks and Adams Avenue is not one of them. Deco Bike chose the kiosk locations. She is currently working on BID maps. So far she has done Mission Hills and LaJolla.
5. Council District 3: Adriana Martinez reported that Todd Gloria is presently in Mexico with Mayor Faulconer. They are working on ties to strengthen our relationship with our neighbors in Mexico.

d. 53rd Congressional District, CA: n/a

e. 4th District County Supervisor: Lauren Prescott reported that the 15th annual lawnmower exchange will take place on May 3rd at Qualcomm Stadium. May 10th is the grand opening of the waterfront park at the county administration building on Pacific Highway.

1. Business Improvement District Council: Ed Badrak attended in Scott’s absence. The CEO review committee will be looking at the activities of the BID council. New officers were elected: Chris from Little Italy is the president, Sara from Pacific Beach is vice-president, Treasurer is Enrique from City Heights and Secretary is Denny from Ocean Beach.
2. Community Planning: Scott reported that the Normal Heights Community Planning group voted in favor of our proposal to re-stripe the parking spaces along Hawley Ave. We will pick up 8 new parking spaces.
3. 5. Action Items:

a. Approval of March, 2014 Minutes M/S/P Bach/Roberts 12 members present, 11 yes

b. Approval of February, 2014 Financial Reports M/S/P Generoli/Linssen 12 members present, 11 yes

c**. Motion to have SDUSD include adequate on-site parking and/or a parking plan with respect to future expansion of Adams Elementary and Global Visions Academy school sites now being planned:** After some discussion there was no motion.

**d. Motion to oppose AB 2412:** After some discussion we decided to write a letter to Toni Atkins stating that we are opposed unless several items in the bill are amended. **M/S/P** Roberts/Vuich 12 members present, 11 yes

1. Committee Reports:

a. Executive Committee: Ed Badrak reported that most of what we’ve already covered today was discussed at the meeting. We think that we’ll be coming out even on Unplugged this year because of some of the income streams that we are trying for the event. The 805 bridge retrofitting is moving forward.

1. Staff Report:
2. Promotions Committee: Mikey Knab reported that the tasting is going as scheduled and discussed the cost of tickets. The Kickstarter is up and to about 30% of our goal. Ponces is giving a gift card for their restaurant of 50% of any money donated. We have 25 locations for music. We’ll be sending out “save the date” cards earlier than in the past. Java Joe’s moved onto Adams in the old Artlab location. The spring mixer is at Cantina Mayahuel on May 13th. Alison’s grand opening of her new location is today and that is why she had to leave.
3. Business Planning & Development: Scott gave the report in Alison’s absence. He reported that we removed three trees in Kensington and are planting new ones. We installed five tree grates at 30th and Adams. Polite Provisions will install sidewalk seating with a railing there. We’ve had some 805 meetings with Caltrans. A traffic engineer and a regular architect are working on this. We turned in a grant request to the Community Parking district.
4. Finance Committee: Doug Generoli reported that the finances are good but we are uncertain about the outcome. We are hoping to break even on the event. We don’t know how many taste tickets will sell or whether we’ll be able to fund the Kickstarter program. We should know a lot more in the next month.
5. 7. New Business: Scott mentioned that we sent Kat to the Main Street conference this month. Kat said that she had the chance to meet other staff people and EDs, went to 6 mini sessions and learned about pub crawls and other events.
6. 8. Announcements/Public Comment: n/a
7. 9. Adjournment at 9:35 am M/S/P Knab/McPheeters 12 members present 11 yes

Respectfully submitted

Lois Bach, Secretary