



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
July 2, 2013 8:00am**

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

Excused: Tony Carrillo, Michael Rammelsberg

Staff: Scott Kessler, Kat Carney

Guests: Adrian Granda, Council District 3; Officer Jenni Hall, SDPD; Jason Weisz, 76th Assembly District; Sherrie Brown, Young Audiences; Mario Sanchez, Chase Business Banking; Ed Clancy, City of SD

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

B. Introductions:

C. Additions /Deletions to the Agenda

D. Guest Speakers

- 1. San Diego Police Department:** Officer Jenni Hall reported that 34th and Adams will be getting some assistance from the city with crosswalk concerns. The nearby school was tagged with graffiti and has been retagged so she will talk to the school staff. There has been a small rise in home burglaries because of open windows, but a few robberies happened after a window was broken. On June 9th a stabbing happened on Madison.
- 2. Council District 3:** Adrian Granda reported council is dark this week. Traffic calming studies: the crosswalk was approved for 34th and Adams on the east side of Adams. Next week on Thursday at Sycamore Den will be Cocktails with the Council President (Todd). It will be a cash bar and the community is invited.
- 3. Council District 9:** n/a
- 4. 53rd Congressional District, CA:** n/a
- 5. 76th Assembly District:** Jason Weisz reported that a budget was passed with a few key points: brought down the debt with \$5 million dollars, put \$1 million into a "rainy day" fund, they are bringing the middle class scholarship to California, Toni Atkins received \$5 million to repair Scripps Pier, and old Caltrans building was transferred to state parks. Enterprise zones: reforming to make them better for tax credits, for hiring, and purchasing green building materials.
- 6. Senator Marty Block:** n/a
- 7. Business Improvement District Council:** Scott reported that he and Ed attended the Bid Council meeting and the council had a 19 point agenda. The mayor's office removed the budget for staffing. The council has temporarily decided to continue with staffing with money from the reserves (two months).

E. Action Items:

1. Approval of June, 2013 Minutes: M/S/P Bach/Roberts 13 members present, 12 yes

2. Approval of May, 2013 Financial Reports: M/S/P Generoli/Linssen 13 members present, 12 yes

F. Committee Reports:

- 1. Executive Committee:** Ed Badrak reported that the executive committee meeting the financials were discussed. Without staff costs, we lost about \$12,000 for Unplugged. The good news is that we sold out of the Taste of Adams tickets but still had to turn away about 30 people. We talked about Art on Adams. The city will be meeting with the Art Around Adams organizers about numerous problems with their event.
- 2. Promotions Committee:** Mikey Knab reported that the committee spoke about the Taste and talked about the ad campaign and budgeting, Palomar Water worked well as a sponsor as they gave a bottle of water to every Taste ticket holder. Car 2 Go also had a booth. The next mixer will be a morning one at Broke Girls Coffee Bar in August or Sept. Tim Mays is helping with the booking of the Street Fair. We have some issues with the Masons regarding the Street Fair. The holiday event in December might be partnered with other community groups, working with the churches for caroling, for example. Perhaps we will offer a list

of holiday activities to area merchants and encourage them decorate for the season. Social media was also discussed (twitter, facebook, google, next door, etc). We changed the Promotions committee meeting to be the 2nd Thursday after the board meeting so it doesn't land 2 days after the board meeting. Cocktails with Todd Gloria is happening next week. We'd like to schedule a similar event with Marti Emerald.

3. **Business Planning & Development:** Scott reported (in Tony's absence) that the North Park boundary issue was discussed. The mayor supported shifting a portion of North Park's turf to the Uptown District. Talked about traffic calming on the avenue and working on making it a more Bike Friendly business district. Community parking district was discussed as was an upcoming shuttle on weekends from Adams Ave. to North Park and South Park (12 hours a week). Playground parking program was also talked about.
4. **Finance Committee:** Doug Generoli reported that the committee talked about all the components of our financial status. The focus was basically cash flow. Our cash flow took a hit of \$18,000 to \$20,000 because of Unplugged losses. Taste was cautiously watched to see what sort of profit we would bring in. Profit made on Taste just about cancels the loss from Unplugged this year. Right now we have this big build up in our cash from all of the Street Fair coming in and the fact that the expenses have not been applied yet. Doug is still concerned about what our expenses will look like in January/February. The stolen tree grates will cost the AABA funds to replace and we are looking for a grant to help with those expenses.

5. **Staff Report:** Written staff report was distributed

G. Discussion Items:

1. **City of San Diego Bike Share Program:** Ed Clancy reported that he is the bike share guy in the city. He is reaching out to communities to talk about this program. The company name is DecoBike. They are currently deciding where the bike kiosks will be located, for 180 stations city wide. Cost: Promotional membership of \$99 for the first 1500 people and with that you receive a helmet. The program have an app to find where bikes are located. It will be employing 60 to 70 people to run the program. The program will be voted on July 9th at the city council meeting, then Aug. 6 or 9th it will be signed off by the city council.
- H. **Taste of Adams recap:** Scott presented the financials for the Taste on a spread sheet. Doug Generoli reported that when he came to help sell at noon, we were already sold out. The trolleys became bunched at certain times. We need more communication with them the next time that we use them. Financials: 610 tickets sold last year compared to 1000 this year. Advertising was effective and we had a social media component that we didn't have in the past which helped drive sales. We pushed sales on Facebook every day and we focused on The Reader and San Diego Magazine for ads. Advance ticket sales were only 240 last year, this year we sold 660 tickets ahead of the event. In comparing income from last year our profit was about 500% higher this year than last. The tickets cost \$5 more this year and the restaurants made more by selling tickets ahead of time. San Diego is a last minute town so up until a week before the event we'd only sold about 200 tickets on line. We told the restaurants to anticipate about 800-1000 tastes. Someone proposed a Paul Williams stage at the Street Fair.
- I. **New business:** n/a
 - J. **Announcements:** Shayna Roberts mentioned that the poker race is happening on Sunday. It is a fund raiser to women who contract breast cancer before the age of 40.
- J. **Adjournment:** M/S/P Linssen/Brieron 13 members present, 12 yes

Respectfully submitted

Lois Bach, Secretary