



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

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

Excused: n/a

Absent: n/a

Staff: Judy Elliot, Scott Kessler, Bethany Yarbrough

Guests: Greg Gohde, Classic Bows; Ron Lacey, Mayor's office; Katherine Fortner, Susan Davis' office; Jenny Hall, S.D.P.D.; Gary Weber, Parking District; Elizabeth LaCosta, St. Didacus School; Dion Akers, City Council District 3, Martin Chavalier

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

B. Introductions:

C. Guest Speakers

1. Mayor's Office: Ron Lacey reported that the city is on Legislative Recess. More infrastructure repair will be taking place (city streets). The city budget is the best since Mayor Sanders took office.

2. San Diego Police Department: Officer Jenny Hall reported that tonight is a fundraiser at McDonalds on Fairmount. It is the anniversary of Officer Jerry Henwood's killing. Portion of sales will go to Widows and Orphans fund. There was a robbery in 3000 block of Adams. The robber was detained and arrested. She urged us to be careful of open windows during the hot weather as they might attract criminals into your home or place of business.

3. Council District 3: Dion Akers reported that he was out of the office for several weeks in July. He got married. MAD contracts are coming back to council for a special meeting on Friday.

4. 53rd Congressional District, CA: Katherine Fortner reported that the new Federal Courthouse is nearly completed downtown. Susan Davis' office is accepting applications for fall internships.

5. Business Improvement District Council: Judy Elliot reported that the last meeting was a Leadership development meeting. Topice covered included legal issues and state laws and their impact on BIDs.

D. Action Items:

1. Approval of July, 2012 Minutes: M/S/P Bach/Knab 12 members present, 11 yes

2. Approval of June 2012 Financial Reports: M/S/P Generoli/Vuich 12 members present, 11 yes

E. Committee Reports

1. Executive Committee: Ed Badrak reported about the BID council changes and deferred maintenance issues. The community is getting cleaned up. We'll be planning the contract issues with the Annex that will end in about 14 months. Corporate donor program: Walmart is interested in being a corporate sponsor of our Street Fair. Discussion took place before we took a straw poll vote among board members. 2 voted No, to taking on Walmart as a sponsor, 2 voted yes on taking \$10,000 and taking Walmart as a sponsor, and 8 votes to support a smaller amount that would not include Walmart logo on our stages.

2. Promotions Committee: Lois Bach reported that we spoke about Taste of Adams. We surveyed about 20% of attendees, distributed come-back coupons, and used different avenues to publicize the event which brought in new attendees. Holiday on the Avenue has been moved to December 2 to co-ordinate with the tree lighting event in Kensington. The next Adams Avenue Unplugged will be April 27th and 28th and will always be the last weekend of the month of April. Street Fair: The schedule is on our website. We booked and promoted our musicians earlier this year than last. We added a stage and added an extra hour to Saturday night to the event so we will have to cut back on other aspects of the event to cover those additional costs. We are pre-selling taste and vip tickets so we have the ability to double what we did last year. Booth sales up \$10,000 over last year.

3. **Business Planning & Development:** Tony Carrillo turned over his report to Martin Chavalier. He said that they are concentrating on historic street scenes of the historic storefronts on the avenue. We might have a bid to grind down trip-and-falls on the avenue sidewalks. This would help with group discounts. We are investigating mural underwriting for 6 or 7 murals on the avenue.
 4. **Finance Committee:** Doug Generoli reported that the Street Fair and the MAD was discussed. We have found that the MAD has spent more money than it has collected and those monies are coming out of operational funds, by about \$5000 to \$6000 per year. We need to discuss what we are going to do. Redoing the five MAD districts means going to the property owners and asking them to vote for increased monies. It would also require a detailed report at end of the year to the property owners so they can see how the money has been spent.
 5. **Staff Report:** Judy Elliot reported that we held a mixer last month at the House of Amago. We're working on being a bike-friendly business district, adding more bike-friendly areas. to the avenue. Christmas tree: electricity was installed in Kensington for the tree. We can cover it on our insurance..
- G. **New Business:** n/a
H. **Announcements/Public Comment:** n/a
I. **Adjournment:** M/S/P Linssen/Bach 12 members present, 11 yes

Respectfully submitted
Lois Bach, Secretary