



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
August 6, 2013 8:00 am**

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

Excused: Russ Vuich, Michael Rammelsberg, Mikey Knab

Absent: n/a

Staff: Scott Kessler, Kat Carney

Guests: Daniel Hazard, Rep. Susan Davis, 53rd District; Adrian Granda, City Council District 3; Julio Rive, City Council District 9; Paulina Chau, intern for City Council District 9; John Hartley; Rosalie Martinez, OLP; Greg Gohde, Classic Bows; Steve Florman; John Highkin, Young Audiences of SD; Chris Ward, Senator Block; Dino Santos, U.S. Bank; Jim Yuran, Ego Id Media/ArtLab; Jim Yuran, David Rodgers

1. **Call to order:** 8:00 a.m. Call to order by President Ed Badrak.
2. **Introductions:**
3. **Additions/Deletions to Agenda:** n/a
4. **Guest Speakers**
 - a. **San Diego Police Department:** n/a
 - b. **Council District 3:** Adrian Granda reported that the city council is currently in recess. A lot of things are going on in the city but council president Gloria is making sure that the city council's work is being done. Prevailing Wage Ordinance passed and will include workers in the MAD. It goes into effect next year. Oversize vehicle ordinance passed and will require a permit to park a large vehicle on a residential street for up to 72 hours.
 - c. **Council District 9:** Julio Rivera reported that the city and the Red Cross are partnering in an attempt to get more schools and families involved in disaster preparedness. On September 24th at 6pm will be a presentation at the city council meeting.
 - d. **53rd Congressional District, CA:** Daniel Hazard reported that an Arts Grant workshop will be held on Tuesday, August 27th. Please sign up on our website if you want to be alerted of upcoming events.
 - e. **4th District County Supervisor:** n/a
 - f. **76th Assembly District:** n/a
 - g. **39th Senate District, CA:** Chris Ward reported that the assembly returned this week and the senate returns next week. A new Senator Block bill adds additional jail time for sex trafficking. We passed the budget on time for the third time and it's been a good budget year. The schools that needed money the most are receiving more funds (San Diego Unified).
 - g. **Business Improvement District Council:** Scott Kessler reported that the BIDC office has moved into the Pacific Beach office because it lost its administrative funds from the city. Elizabeth Studebaker is the BID liaison and is employed by the mayor's office. The BID council has been having weekly retreats to reorganize itself.
5. **Action Items:**
 - a. **Approval of July, 2013 Minutes M/S/P** Roberts/Bach 12 members present, 11 yes
 - b. **Approval of June, 2013 Financial Reports M/S/P** Generoli/Linssen 12 members present –11 yes
6. **Committee Reports**
 - a. **Executive Report:** The committee spoke about the Dave Rodgers/ArtLabe issues. The Board will be going into a closed session to discuss the same. Street Fair: we have Ford as a sponsor. The Adams Avenue post office: There will be a meeting today at Susan Davis' office with Scott, Ed, Phil, and architect, Steve Florman. We will discuss whether the post office will remain as it is or if it might be developed into a more multi-use building. We also want to review the City's Capital Improvement Projects (CIP) with a call for community input. Some past suggestions have been improving the Highway 805 bridge and parking locations.

One of Ed's ideas is to take the two blocks of 30th St. south of Adams and improve it. Also discussed was the name of the area between the east side of the 805 bridge and Texas Street since there are some groups in our area who would like to change the name of that part of the avenue. It seems like with those who are in the affected area, the majority would prefer to be known as a part of either Normal Heights or University Heights. A seminar will be held here in the community center on August 17th to discuss visions for improving the Normal Heights community. About 50 planning groups are responsible for turning a wish list of CIP projects in to the city. North Park, Kensington, and Normal Heights planning groups have asked the AABA to turn in a list of commercial CIP's. Kensington would like night time lighting, a \$100,000 cross walk, and tree replacement money. Phil's has his Vision project. Also mentioned was a new library, a parking garage, and beautification of the off-ramp from the 805. This topic will be given to the Planning committee as we have several months to work on this.

b. **Staff Report:** Scott Kessler reported that 14 new trees are being planted in August to replace missing or sick trees near Antique Row. 44 palm trees will be trimmed. The City fees and services check arrived and we got a \$2800 bump up from what we projected. Received \$5000 from Ron Roberts. Street Fair booth sales are up 5% over last year. AABA is changing GL insurance provider and our broker. We have a new video content on the AABA website and Elos Shoes was the first video ad produced, thanks to Kat's expertise. We have two new crosswalks going in at 34th and Adams and Hawley and Adams. A radar police officer has on the avenue lately.

c. **Promotions Committee:** The next mixer will be on August 21 at Broke Girl's coffee shop. Mikey Knab could not attend today's meeting.

d. **Business Planning & Development:** Tony Carrillo reported that his committee talked about the locations of signage for areas on the avenue. He mentioned the crosswalks at Hawley and Adams and 34th and Adams as well as the tree trimming and replacement of trees.

e. **Finance Committee:** Doug Generoli reported that the committee discussed the Taste of Adams and its \$18,000 profit to offset the losses from the past Unplugged. We need to do \$90-\$100 thousand dollars profit on the Street Fair to be financially stable for the rest of the year. St. Fair music has stayed within its budget.

8. **New Business:** n/a

9. **Announcements/Public Comment:** Jim Yuran and Dave Rodger stated that they want to be good neighbors and part of the Adams Avenue community. John Highkin is excited about working with the new pastor. There is also a new principal at Adams. John's worked with her in the past. Adrian Granda wanted to thank everyone for helping to promote the July Cocktails with the Todd Gloria at Sycamore. The event was well attended.

10. **Adjournment at 9:25 a.m.** to enter into a closed session. **M/S/P** Bach/Brierton 12 members present 11
yes

Respectfully submitted
Lois Bach, Secretary