



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
September 4, 2012 8:00am**

**Members Present:**, Lois Bach, Pam Sisneros, Michael Rammelsberg, Dave McPheeters, Ed Badrak, Russ Vuich, Doug Generoli, Phil Linssen, Jocelyn Brierton

**Excused:** Tony Carrillo

**Absent:** Ryan Altman, Mikey Knab

**Staff:** Judy Elliot, Scott Kessler, Bethany Yarbrough

**Guests:** Greg Gohde, Classic Bows; Katherine Fortner, Susan Davis' office; Gary Weber, Parking District; Dion Akers, City Council District 3, Jason Weisz, Tony Atkins office; Michael Riccicirdulli and Anthony Riccicirdulli, Point Loma High School students, Eric Burtson, Edward Jones

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

**B. Introductions:**

**C. Guest Speakers**

1. **Mayor's Office:** n/a

2. **San Diego Police Department:** n/a

3. **Council District 3:** Dion Akers reported that the council has been in recess for the month of August. Todd's office looks forward to being a part of the Adams Avenue Street Fair at the end of the month.

4. **53<sup>rd</sup> Congressional District, CA:** Katherine Fortner reported that congress is going back into session this month. Issues include tax cuts and postal service.

5. **Business Improvement District Council:** Judy Elliot reported that there was no meeting in August. The BID council is having its grand opening launch of the Bike Friendly Business District. It will take place this Thursday in North Park at 10am at North Park Way and 30th St.

6. **Michael and Anthony Riccicirdulli:** Brush-Up Campaign: The homeless population of San Diego needs toothbrushes and toothpaste. The guests asked for business support from AABA to collect these items.

Donations will be distributed to homeless charities. The board made a motion to give a booth at the Street Fair to this campaign. **M/S/P McPheeters/Generoli** 9 members present, 8 yes

6. **73rd Assembly/Toni Adkins:** Jason Weisz introduced himself to the board. Toni will be at the AA Street Fair.

**D. Action Items:**

1. **Approval of August, 2012 Minutes:** **M/S/P Bach/McPheeters** 9 members present, 8 yes

2. **Approval of July, 2012 Financial Reports:** **M/S/P Generoli/Linssen** 9 members present, 8 yes

3. **Approval to move the October Board Meeting to Oct. 9:** **M/S/P Linssen/McPheeters** 9 members present, 8 yes

**E. Committee Reports**

1. **Executive Committee:** Ed Badrak reported that the executive committee decided to forego adding the word "small" business to our Mission Statement.

2. **2. Promotions Committee:** Lois Bach reported that the committee discussed the Holiday on the Avenue. Signage is important, especially on the trolley. Focal points would be Kensington Park, the Rec center and somewhere on the west end of Adams. The event will also include children's art projects. Scott Kessler reported that the vendor sales for the Street Fair are about \$20,000 ahead of last year. Ford Motors gave us an \$8000 sponsorship. The program will be done in-house and ads are up for sale. Ad campaigns will appear in the Reader, Citybeat and UT Night and Day.

3. **Business Planning & Development:** Ed Badrak reported that we are getting some murals up on the blank walls throughout the community. Judy reported that they spoke about long-range infrastructure projects. Last week the community planning group designed a formula that all the planning groups can submit their

projects for capital improvements to the city. Medians for traffic control at Oregon and Adams and at 30th and Adams were discussed.

4. **Finance Committee:** Doug Generoli reported that the committee spoke about the Street Fair budget and our projected profit for this year's event. We will perhaps have nearly a 100% increase profit from 4 years ago. They also discussed the MAD and are trying to get an a better picture of what the finances of the MAD are. Ultimate goal is to have an easy-to-read report at the end of the year for the property owners. We now have an actual MAD budget of \$41,000.
5. **Staff Report:** Judy Elliot reported that our insurance broker's charges went from \$8000 or \$9000 to \$17000. Now we can get new insurance without a new increase with a new broker. We have new letters for the marquee above the fabric shop. Alison Flynn from Villainous Lair won as the Best Small Business of the year at Small Business luncheon two weeks ago. Alison recently had her 1st anniversary celebration and opened her second location. She will host our next mixer on Oct. 23rd.

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

**H. Announcements/Public Comment: n/a**

**I. Adjournment: M/S/P Linssen/Bach**

Respectfully submitted  
Lois Bach, Secretary