



# Adams Avenue Business Association: Board of Directors Meeting Agenda Tuesday, March 6, 2012

8:00 a.m. in the Normal Heights Community Center, 4649 Hawley Boulevard

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Tony Carrillo* <a href="mailto:t.carrillo@aol.com">t.carrillo@aol.com</a>	[ ]		[ ]

**A. Call to Order (8:00)**

**B. Introductions**

**C. Additions/Deletions to Agenda**

**D. Guest Speakers (3 minutes each) (8:15)**

1. Mayor's Office (Jerry Sanders) – *Ron Lacey*
2. San Diego Police Department – *Officer Jenni Hall*  
*Update on harassment of Botanica Mama Roots, other parking issues*
3. Council District 3 (Todd Gloria) – *Dion Aker*;  
*Updates on street repaving in Normal Heights, Sewer update*
4. 53<sup>rd</sup> Congressional District of California (Susan Davis) – *Katherine Fortner*
5. 39<sup>th</sup> Senate District (Christine Kehoe) – *Sean Wherley*
6. 4<sup>th</sup> District County Supervisor (Ron Roberts) – *Joanna*
7. 76<sup>th</sup> Assembly District (Toni Atkins)– *Lindsey Masukawa*
8. City Office of Small Business– *Lisa Gordon, Small Business Ambassador*
9. Business Improvement District Council – *Phil Linssen*  
*SBEP/reimbursement for city fees and services, MAD reimbursements*

**E. Action Items (8:45)**

1. Approval of February 2012 Meeting Minutes
2. Acceptance of January 2012 Financial Reports

**F. Committee Reports (9:00)**

1. Executive Committee
2. Promotions Committee- *Lois Bach* (8 minutes)
3. Business Planning & Development–*Ed Badrak* (5 minutes)
4. Finance Committee- *Doug Generoli* (5 minutes)

**G. Staff Report (9:15)**

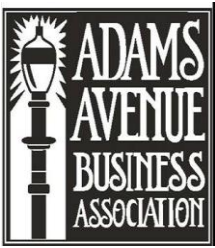
**H. New Business (10 minutes)**

**I. Announcements/ Public Comment (3 Minutes each)**

**J. Adjournment (9:30)**

**AABA Committee Meeting Days & Times (All Committees meet in the AABA Office):**

- |   |   |                      |
|---|---|----------------------|
| <b>K. Promotions Committee</b>                          | – Second Thursday of each month at 8:30am                   | 8 <sup>th</sup> Feb  |
| <b>L. Business Planning &amp; Development Committee</b> | – Third Tuesday of each month at 8:00am                     | 20th Feb             |
| <b>M. Finance Committee</b>                             | – Third Friday of each Month at 8:00am                      | 16th Feb             |
| <b>N. Executive Committee</b>                           | – Wednesday before the next Monthly Board Meeting at 8:00am | 28 <sup>th</sup> Feb |



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
February 7, 2011 8:00am**

**Members Present:**, Doug Generoli, Lois Bach, Pam Sisneros, Michael Rammelsberg, Ryan Altman, Blair Hartwell, Dave McPheeters, Blair Hartwell, Tony Carrillo, Phil Linssen, Ed Badrak, Mikey Knab

**Excused:** Jocelyn Brierton

**Absent:** n/a

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

**Guests:** Greg Gohde; Dianna Thomas, Gary Weber, MCPD; Willie Sisneros, Darlene Love, Property Owner; Jenni Hall, SDPD; Katherine Fortner, 53<sup>rd</sup> Congressional District of CA; Ron Lacey, Mayor's office; Dion Akers, Council District 3; Sean Eshelman, Uptown News

**A. Call to order:** 8:05 a.m. Call to order by President Michael Rammelsberg

**B. Introductions:**

**C. Acceptance of Board Election Results and Introduction of new Board Members**

**D. Election of 2012 Officers Slate:** Ed Badrak, President, Dave McPheeters, Vice President, Doug Generoli, Treasurer, Lois Bach, Secretary; **M/S/P Linssen/Rammelsberg** 12 members present; 11 yes

The new President, Ed Badrak, took over the rest of the meeting proceedings. Ed presented Dianna Thomas with a certificate of thanks for her time as a board member.

**E. Additions/Deletions to Agenda:** Ed requested moving Item J to a closed session after the open Board Meeting.

**M/S/P Badrak/Linssen** 12 members present, 11 yes

**F. Guest Speakers**

**1. Mayor's Office:** Ron Lacey reported that the mayor gave his last State of the City address last month. The deficit is resolved so talk will end about decreasing hours at Park and Rec centers and libraries, and cut backs in the police and fire departments. Another topic was the convention center expansion and ways to finance it. The Chargers stadium was also mentioned. If public funds were needed to finance the project, it would be put on the ballot for voters to decide. The mayor's office is looking at other sites for a stadium. The new central library is scheduled to be completed by mid-2013.

**2. San Diego Police Department:** Jenni Hall reported that an encampment on El Cajon Blvd. has been cleaned up since her last report. A mentally ill man who has been harassing people on Adams Ave. is on watch and people are encouraged to call in reports if he begins his harassment again.

**3. Council District 3:** Dion Akers reported that he enjoyed the annual breakfast meeting. The sewer job near Utah and Adams is nearly completed. When it is done, the street surfaces will be sealed.

**4. 53<sup>rd</sup> Congressional District, CA** Katherine Fortner handed out the latest newsletter. Payroll tax, medicare payments and unemployment have been topics that congress is currently dealing with this month. Susan Davis will be taking some time to walk the avenue with Judy.

**5. 39<sup>th</sup> Senate District:** n/a

**6. 4<sup>th</sup> District County Supervisor:** n/a

**7. 76<sup>th</sup> Assembly District:** n/a

**8. City Office of Small Business:** n/a

**9. BID Council:** Judy Elliot reported that discussions for MAD reimbursements will work more smoothly with the city. With the subject of city fees and services: how should we divide that money amongst all of the BIDs?

**G. Action Items:**

**1. Approval of January, 2012 Minutes:** **M/S/P Bach/Sisneros** 12 members present, 10 yes, 1 abstention

**2. Approval of December 2011 Financial Reports:** **M/S/P Generoli/Rammelsberg** 12 members present, 11 yes

**3. Approval for a donation of \$300 to Adams Elementary for their 50<sup>th</sup> anniversary party:** **M/S/P Generoli/Linssen** 12 members present, 11 yes

## **H. Committee Reports**

**1. Executive Committee:** Michael Rammelsberg reported that this committee prepares the agenda for the board meeting.

**2. Promotions Committee:** Lois Bach reported that Taste of Adams will occur on Sunday June 24<sup>th</sup> from 11am to 3pm. We will be bringing the event back in-house so we will be depending on help from the board and volunteers. By donating an hour of their time to help board members and volunteers will receive a free pass to the event. Pre-event help would include distribution of posters and postcards or helping out in the office. During the event we will need folks to help sell tickets, survey the attendees, take photos for our website. We are working to combine the Taste punch card with the event map and advertising. Some new advertising concepts: free e-mail mentions and informal ads on our website and a business directory to hand out in member businesses. Member mixers: The next mixer will occur in early March. A budget will be presented to the finance committee at the next meeting. Scott Kessler reported that we are two months away from the Adams Avenue Unplugged event. We have a new budget for the festival. Scott walked the avenue last week and every business he approached are interested in participating with music. We still need to attract people to rent booths.

**3. Business Planning & Development:** Ed Badrak reported that Tony Carrillo is the new chair of this committee. We are trying to clean up all of the markings on the avenue. The parking meters at 30<sup>th</sup> and Adams still need to be moved.

**4. Finance Committee:** Doug Generoli reported that the committee discussed the end-of-the-year financials. We are changing the way we structure our books so we will account for the school annex and expenses in a different way. The committee also discussed the Unplugged event: we are looking to break even financially. AABA is in much better financial shape than two years ago when we had to reduce staff hours.

**I. Staff Report:** Judy Elliot reported that staff has been working on Unplugged. Bethany is busy getting the website up to date. Last week staff finished the grant application for economic development and tourism support and submitted it in on time. We fired our sidewalk steam cleaner and are looking for a replacement. Corner Liquor is completed with its storefront painting. The vendors for Unplugged will all be located on the grass near the park. There will be 120 selected vendors selling arts and crafts. The cost will be \$275 per booth. There will also be 13 food vendors. We don't need a police permit for this event which will help greatly in keeping the costs down.

## **J. New Business: AABA sponsored card services proposal**

**K. Announcements/Public Comment:** Ryan reported that the San Diego Healing Arts Festival will take place on Saturday, May 19th.

**L. Adjournment to closed session at 9:15am: M/S/P** Linssen/Rammelsberg 12 members present, 11 yes

Respectfully submitted  
Lois Bach, Secretary

**Adams Avenue Business Association**  
**Balance Sheet**  
As of January 31, 2012

	Jan 31, 12
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10010 AABA Operating Accounts	
Checking 4572	26,490.74
Savings 4325	5,831.82
<b>Total 10010 AABA Operating Accounts</b>	32,322.56
10020 - Restricted Annex Checking	74,298.24
<b>Total Checking/Savings</b>	106,620.80
<b>Accounts Receivable</b>	
10130 Accounts Receivable	329.00
<b>Total Accounts Receivable</b>	329.00
<b>Other Current Assets</b>	
12335 - Street Fair Receivable	12,809.20
10140 - Prepaid Expense	1,354.00
12340 - MAD Receivable	5,945.79
<b>Total Other Current Assets</b>	20,108.99
<b>Total Current Assets</b>	127,058.79
<b>Fixed Assets</b>	
14210 - School Annex Building	1,283,961.00
14220 - School Annex Less Accum. Depr.	-1,069,626.00
<b>Total Fixed Assets</b>	214,335.00
<b>TOTAL ASSETS</b>	<b>341,393.79</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
22045 - BID Assessment	1,456.69
20085 - MAD Advance	10,000.00
22050 - SBEP Advance	7,255.63
<b>20305 - Payroll Liabilities</b>	
20335 - FUTA Payable	46.15
20305 - Payroll Liabilities - Other	676.00
<b>Total 20305 - Payroll Liabilities</b>	722.15
<b>Total Other Current Liabilities</b>	19,434.47
<b>Total Current Liabilities</b>	19,434.47
<b>Long Term Liabilities</b>	
21110 - Annex - AABA Holding Account	40,182.53
22220 - Annex - Church Holding Account	7,682.52
<b>Total Long Term Liabilities</b>	47,865.05
<b>Total Liabilities</b>	67,299.52
<b>Equity</b>	
<b>30020 - Net Assets</b>	
30030 - School Annex Temp. Restricted	211,787.00
30025 - AABA Retained Earnings(Unrestr)	121,742.26
<b>Total 30020 - Net Assets</b>	333,529.26
3900 - 30015 Retained Earnings	-54,286.60
Net Income	-5,148.39
<b>Total Equity</b>	274,094.27
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>341,393.79</b>

**Adams Avenue Business Association**  
**Profit & Loss Prev Year Comparison**  
**January 2012**

	Jan 12	Jan 11	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
40050 · Program Income				
40110 · Annual Meeting	430.00	630.00	-200.00	-31.8%
<b>Total 40050 · Program Income</b>	<b>430.00</b>	<b>630.00</b>	<b>-200.00</b>	<b>-31.8%</b>
43210 · Interest/Dividend Income	0.25	0.25	0.00	0.0%
41000 · SBEP	2,938.03	3,458.50	-520.47	-15.1%
42000 · MAD	1,745.00	3,315.68	-1,570.68	-47.4%
40020 · BID	3,372.40	4,005.46	-633.06	-15.8%
40040 · Special Events.				
152 · Booth Rentals	0.00	7,764.00	-7,764.00	-100.0%
157 · Cleaning Fee	0.00	190.00	-190.00	-100.0%
<b>Total 40040 · Special Events.</b>	<b>0.00</b>	<b>7,954.00</b>	<b>-7,954.00</b>	<b>-100.0%</b>
<b>Total Income</b>	<b>8,485.68</b>	<b>19,363.89</b>	<b>-10,878.21</b>	<b>-56.2%</b>
<b>Expense</b>				
50020 · Personnel				
50038 · Workers Compensation	177.20	0.00	177.20	100.0%
50037 · Health Insurance	0.00	964.00	-964.00	-100.0%
50035 · State Payroll Taxes	353.78	441.32	-87.54	-19.8%
50034 · Federal Payroll Taxes	634.51	678.05	-43.54	-6.4%
50027 · Office Staffing	7,690.85	8,024.08	-333.23	-4.2%
<b>Total 50020 · Personnel</b>	<b>8,856.34</b>	<b>10,107.45</b>	<b>-1,251.11</b>	<b>-12.4%</b>
52010 · Maintenance				
52035 · Supplies	52.91	179.00	-126.09	-70.4%
52025 · Utilities(Water/Electricity)	461.11	312.12	148.99	47.7%
52020 · Contract Labor	200.00	1,724.00	-1,524.00	-88.4%
<b>Total 52010 · Maintenance</b>	<b>714.02</b>	<b>2,215.12</b>	<b>-1,501.10</b>	<b>-67.8%</b>
53100 · Special Events				
53125 · Contract Labor	0.00	2,380.00	-2,380.00	-100.0%
53105 · Equipment Rental	0.00	1,292.04	-1,292.04	-100.0%
53110 · Licenses and Permits	0.00	500.00	-500.00	-100.0%
53140 · Music & Entertainment	232.89	1,500.00	-1,267.11	-84.5%
<b>Total 53100 · Special Events</b>	<b>232.89</b>	<b>5,672.04</b>	<b>-5,439.15</b>	<b>-95.9%</b>
50040 Operating				
50110 · Insurance	435.69	613.84	-178.15	-29.0%
50045 · Bank Service Charges	33.50	35.11	-1.61	-4.6%
50120 · Office Supplies	218.36	634.11	-415.75	-65.6%
50125 · Accounting	1,016.00	1,011.00	5.00	0.5%
50080 · Rent	200.00	200.00	0.00	0.0%
50090 · Telephone	221.94	294.37	-72.43	-24.6%
50070 · Postage and Delivery	396.00	0.00	396.00	100.0%
50095 · Meetings+Conventions	721.75	615.96	105.79	17.2%
<b>Total 50040 Operating</b>	<b>3,243.24</b>	<b>3,404.39</b>	<b>-161.15</b>	<b>-4.7%</b>
51510 · Marketing				
51535 · Advertising	85.00	0.00	85.00	100.0%
51530 · Website	502.58	0.00	502.58	100.0%
51515 · Printing and Reproduction	0.00	481.76	-481.76	-100.0%
<b>Total 51510 · Marketing</b>	<b>587.58</b>	<b>481.76</b>	<b>105.82</b>	<b>22.0%</b>
<b>Total Expense</b>	<b>13,634.07</b>	<b>21,880.76</b>	<b>-8,246.69</b>	<b>-37.7%</b>
<b>Net Ordinary Income</b>	<b>-5,148.39</b>	<b>-2,516.87</b>	<b>-2,631.52</b>	<b>-104.6%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
80010 · Annex - AABA	480.13	495.12	-14.99	-3.0%
80020 · Annex - Church	2,980.12	2,995.13	-15.01	-0.5%
<b>Total Other Income</b>	<b>3,460.25</b>	<b>3,490.25</b>	<b>-30.00</b>	<b>-0.9%</b>
<b>Other Expense</b>				
81110 · Annex AABA	480.13	495.12	-14.99	-3.0%
82220 · Annex Church	2,980.12	2,995.13	-15.01	-0.5%
<b>Total Other Expense</b>	<b>3,460.25</b>	<b>3,490.25</b>	<b>-30.00</b>	<b>-0.9%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>-5,148.39</b>	<b>-2,516.87</b>	<b>-2,631.52</b>	<b>-104.6%</b>

**Adams Avenue Business Association**  
**Profit & Loss by Class**  
 January 2012

	ANNEX	AABA	ROOTS	MAD	SBEP	BID	TOTAL
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
40050 - Program Income							
40110 - Annual Meeting	0.00	430.00	0.00	0.00	0.00	0.00	430.00
<b>Total 40050 - Program Income</b>	0.00	430.00	0.00	0.00	0.00	0.00	430.00
43210 - Interest/Dividend Income	0.00	0.25	0.00	0.00	0.00	0.00	0.25
41000 - SBEP	0.00	0.00	0.00	0.00	2,938.03	0.00	2,938.03
42000 - MAD	0.00	0.00	0.00	1,745.00	0.00	0.00	1,745.00
40020 - BID	0.00	0.00	0.00	0.00	0.00	3,372.40	3,372.40
<b>Total Income</b>	0.00	430.25	0.00	1,745.00	2,938.03	3,372.40	8,485.68
<b>Expense</b>							
50020 - Personnel							
50038 - Workers Compensation	0.00	0.00	0.00	0.00	0.00	177.20	177.20
50035 - State Payroll Taxes	0.00	175.55	0.00	26.13	119.76	32.34	353.78
50034 - Federal Payroll Taxes	0.00	314.89	0.00	46.85	214.78	57.99	634.51
50027 - Office Staffing	0.00	3,816.28	0.00	567.85	2,603.49	703.23	7,690.85
<b>Total 50020 - Personnel</b>	0.00	4,306.72	0.00	640.83	2,938.03	970.76	8,856.34
52010 - Maintenance							
52035 - Supplies	0.00	0.00	0.00	52.91	0.00	0.00	52.91
52025 - Utilities(Water/Electricity)	0.00	0.00	0.00	461.11	0.00	0.00	461.11
52020 - Contract Labor	0.00	0.00	0.00	200.00	0.00	0.00	200.00
<b>Total 52010 - Maintenance</b>	0.00	0.00	0.00	714.02	0.00	0.00	714.02
53100 - Special Events							
53140 - Music & Entertainment	0.00	0.00	232.89	0.00	0.00	0.00	232.89
<b>Total 53100 - Special Events</b>	0.00	0.00	232.89	0.00	0.00	0.00	232.89
50040 Operating							
50110 - Insurance	0.00	285.54	0.00	90.15	0.00	60.00	435.69
50045 - Bank Service Charges	0.00	33.50	0.00	0.00	0.00	0.00	33.50
50120 - Office Supplies	0.00	43.06	0.00	0.00	0.00	175.30	218.36
50125 - Accounting	0.00	416.00	0.00	300.00	0.00	300.00	1,016.00
50080 - Rent	0.00	0.00	0.00	0.00	0.00	200.00	200.00
50090 - Telephone	0.00	146.94	0.00	0.00	0.00	75.00	221.94
50070 - Postage and Delivery	0.00	0.00	0.00	0.00	0.00	396.00	396.00
50095 - Meetings+Conventions	0.00	4.00	0.00	0.00	0.00	717.75	721.75
<b>Total 50040 Operating</b>	0.00	929.04	0.00	390.15	0.00	1,924.05	3,243.24
51510 - Marketing							
51535 - Advertising	0.00	85.00	0.00	0.00	0.00	0.00	85.00
51530 - Website	0.00	24.99	0.00	0.00	0.00	477.59	502.58
<b>Total 51510 - Marketing</b>	0.00	109.99	0.00	0.00	0.00	477.59	587.58
<b>Total Expense</b>	0.00	5,345.75	232.89	1,745.00	2,938.03	3,372.40	13,634.07
<b>Net Ordinary Income</b>	0.00	-4,915.50	-232.89	0.00	0.00	0.00	-5,148.39
<b>Other Income/Expense</b>							
Other Income							

**Adams Avenue Business Association**  
**Profit & Loss by Class**  
 January 2012

	ANNEX	AABA	ROOTS	MAD	SBEP	BID	TOTAL
80010 - Annex - AABA	480.13	0.00	0.00	0.00	0.00	0.00	480.13
80020 - Annex - Church	2,980.12	0.00	0.00	0.00	0.00	0.00	2,980.12
<b>Total Other Income</b>	<b>3,460.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,460.25</b>
<b>Other Expense</b>							
81110 - Annex AABA	480.13	0.00	0.00	0.00	0.00	0.00	480.13
82220 - Annex Church	2,980.12	0.00	0.00	0.00	0.00	0.00	2,980.12
<b>Total Other Expense</b>	<b>3,460.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,460.25</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>0.00</b>	<b>-4,915.50</b>	<b>-232.89</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-5,148.39</b>



PROMOTION COMMITTEE AGENDA  
FEBRUARY 9, 2012 8:30AM

1. Unplugged Adams Avenue (15 minutes)
  - A. Update
2. Future Events (20 minutes)
  - A. Mixers
  - B. Taste of Adams
  - C. Street Fair (Sept. 29 and 30)
3. Adams Avenue Slogan (15 minutes)
4. New business (5 minutes)
5. Announcements

**Business Planning and Development Committee  
Agenda  
Tuesday, February 21, 2012**

**To:** Tony Carrillo, Ryan Altman, Phil Linssen, Brian Walsh, Gary Weber, Martin Chevalier; Staff: Scott Kessler, Judy Elliot, and Bethany Yarbrough

**I. Business Planning and Development (ER)**

- A. Parking Report – review updates and consider next steps
- B. Adams and 32<sup>nd</sup> Street traffic – This may be part of
- C. Review parking islands concept from 2005 mobility study
- D. Mason’s parking lot proposal - update

**II. Design**

- A. Sidewalk cleaning status - Update
- B. Storefront Improvement Program (SIP) – Update
- C. MAD
  - 1. Capital expenditures
  - 2. Budget negotiations with City on reimbursement process
  - 3. Street furniture repairs
- D. Street light bases repairs – update

**III. Good of the order**

Finance Committee Agenda  
Friday, February 17, 2012

- I. Sign in
- II. Review of January 2012 Financial Statements
  - a. Balance Sheet
  - b. Profit & Loss
  - c. Profit & Loss by Class
- III. Review of Current (YTD) Financials
  - a. Balance Sheet
  - b. Profit & Loss by Class
- IV. Discussion of bookkeeping issues and budget
- V. Adams Unplugged budget
- VI. Open Discussion