



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

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

Excused: Russ Vuich

Absent: n/a

Staff: Scott Kessler, Bethany Yarbrough

Guests: Greg Gohde, Classic Bows; Alison Flynn, Villainous Lair; Katherine Fortner, Susan Davis' office; Jenny Hall, S.D.P.D.; Gary Weber, Mid-city Parking; Melanie Peters, Social Media consultant; Shayna Roberts, House of Imago; Rosalie Martinez, OLP; Dionne Carlson; Scott Davis; Lisa Greshko, Elos Shoes

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: Jenny Hall reported good news in that some suspects in local burglaries have been identified. The department will start doing their curfew sweeps soon. No child can be out without parents or guardian between the hours of 10pm and 6am. The sweeps did not occur during November and December.

3. Council District 3: n/a

4. 53rd Congressional District, CA: Katherine Fortner reported that this will be her last week working for Susan Davis and that her replacement is Daniel Hazard. On January 1st Susan was sworn in for her second term in office and the house voted a two month agreement to extend the tax cuts for those making \$400,000 or less.

5. 76th Assembly District: Jason Weisz reported that the legislature is back in session. Submit any questions or suggestions to Toni Atkins' office.

6. Business Improvement District Council: Ed Badrak reported that a discussion took place concerning getting a lobbyist for the BIDs.

D. Action Items:

1. Approval of December, 2012 Minutes: M/S/P Bach/Linssen 11 members present, 10 yes

2. Approval of November, 2012 Financial Reports: M/S/P Generoli/Linssen 11 members present, 10 yes

3. Motion to amend the by-laws regarding schedule of annual meeting for 2014 after staff has a look at the calendar to see what week in February will work best the the event Linssen/Knab 11 members present, 10 yes

4. Motion to direct staff to develop business plan for parking lot program Bach/Linssen 11 members present, 10 yes

5. Motion to approve the application from an EDTS grant M/S/P Generoli/Rammelsberg 11 members present, 10 yes

E. Committee Reports

1. Executive Committee: Ed Badrak reported that we are working on a business plan for each committee to work together for the whole of the organization. We have also hired a consultant to help with our social media. We are also working on a branding campaign for the AABA.

2. Promotions Committee: Lois Bach reported that the December childrens' event in the Kensington park was such a success that it will be repeated again in December. We will also carry holiday celebrations through the entire month of December. Promotions will come up with a budget for those events which will include advertising and lighting up and down the avenue. The annual AABA meeting will take place on Tuesday, January 22 at 8:00 am at Blind Lady. Admission will be \$10.00. February's board meeting will

be an abbreviated one followed by our board retreat. Unplugged: The outdoor stages will have more of a presence and will be larger. There will be a Kensington stage, 30th and Adams, and the Masonic Temple stage. We will have more food vendors and they will be surrounding the stages, but not as many retail vendors. Craft vendors will be juried. Beyond Normal: Tee shirts and bumper stickers will be printed in time for the Unplugged event. Melanie Peters is our new social media consultant and we are working with her to expand our reach to the member businesses and our community through Facebook, etc. Social Media report by Mikey Knab: Bethany is working on updating the website and working on the look of the site.

3. **Business Planning & Development:** Tony Carrillo reported that his big concern is the safety of Adams Avenue and the parking situation, especially with the number of new businesses and new construction happening on the avenue.

4. **Finance Committee:** Doug Generoli reported that his committee discussed a list of various financial odds and ends that had never been resolved. Our financial books are the cleanest that they've been. Financially we are in pretty good shape. Staff has been instrumental in reining in the spending by bringing back more jobs in-house instead of farming out the work.

5. **Nominations Committee:** Dave McPheeters reported that the board has three seats presently available for new members. New nominees are Shayna Roberts, Alison Flynn, and Lisa Greshko.

6. **Staff Report:** Staff will begin to present a list of items that have been taken care of in the previous month. This past month staff sent out the annual report to 800 people including all AABA members. They have been working with the folks at Blind Lady to determine the menu and other details for the annual meeting. New potential board members received a folder with proper procedures to follow. Kensington trees: we put them in about 10 years ago and they are not thriving. We are spending about \$4000 to trim the trees. That money comes from the business and property owners. Talent is being booked for Unplugged. New cameras have been installed at the school for security.

F. New Business: Doug Generoli thanked the new perspective board members for having the interest in being an active part of the AABA.

G. Announcements/Public Comment: Ryan mentioned that Adams Avenue Integrative Health is beginning a Monday special for spa, salon, and restaurant employees because they generally have that day off.

H. Adjournment: M/S/P Linssen/Brieron 11 members present, 10 yes

Respectfully submitted
Lois Bach, Secretary