



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
January 6, 2015**

**Members Present:**, Doug Generoli, Lois Bach, Pam Sisneros, Dave McPheeters, Alison Flynn, Mikey Knab, Shayna Roberts, Russ Vuich, Ed Badrak, Michael Rammelsberg, Phil Linssen

**Absent:** Ryan Altman, Jocelyn Brierton, Tony Carrillo, Lisa Greshko

**Staff:** Scott Kessler, Kat Carney

**Guests:** Daniel Hazard, Rep. Susan Davis, 53<sup>rd</sup> District; Greg Gohde, Classic Bows; Steven Florman, Architect; Jenny Hall, SDPD; Ralph Dimarucut, City Council District 9; Peggy Rose Levin, Century 21 Horizon; Caroline McKeown, Normal Heights Planning Group; Dena Harris, SDGVA; Keiliki Rodriguez, Home Start Thrift; Chris Ward, Sen. Block; Alyssa Wilcox, Heights Park Ins.; Adriana Martinez, City Council Dist. 3; Wesley Hsu, Swingby

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

**2. Introductions:**

**3. Additions/Deletions to Agenda:**

**4. Guest Speakers**

- a. **San Diego Police Department:** Jenny Hall reported that on December 4th a man was observed north of Adams picking up packages from residential porches. The witness got a license plate number and the thief was captured. He was same man who has been robbing residents in Talmadge. He had a lot of packages in his vehicle. Officer Hall suggests trying to be home if you are expecting a package, or have it delivered to a neighbor's house. On December 11th on the 2700 block of Adams a man crawled into the attic of a town home. Helicopter unit hovered while the man jumped from one unit to another. Fire truck showed up to get him down. No one else was hurt but there was damage to the woman's property.
- b. **Council District 3:** Adriana Martinez reported that council starts up again next week. Graffiti requests are being taken from folks on Adams Ave.
- a. **Council District 9:** Ralph Dimarucut reported that the council is finding funding for new fire stations in San Diego. The city is working on improving traffic flow in Kensington. Some work has been done on the park next to the library. The council office is also looking for additional parking in the area.
- b. **53<sup>rd</sup> Congressional District, CA:** Daniel Hazard reported that 114th congress begins today. Susan Davis' committee assignments will remain the same.
- c. **e. 78th Assembly District:** n/a
- d. **4<sup>th</sup> District County Supervisor:** n/a
- e. **CA Senate District 39:** Chris Ward reported that the state legislature reconvened yesterday. The new bill deadline is the end of February. Senator Block is working with the governor as Chair of the Budget Subcommittee on Education. He also has a new position as Chair of the Banking and Financial Institutions.
- f. **Business Improvement District Council:** Scott Kessler reported that the BID council is still in the process of re-organizing itself.
- g. **Community Planning Group Report:** Scott Kessler reported that the committee meets tonight. On the agenda is DecoBike locations. 80 stations have been installed so far in San Diego and there are 80 more to be installed which should include the ones on Adams. Locations: Adams Bicycle at Hamilton & Adams on street, 30th & Adams on sidewalk, 34th & Adams on the sidewalk, and at Von's at 36th & Adams on the street.

**h.5. Action Items:**

a. **Approval of December, 2014 Minutes M/S/P Roberts/Knab** 11 members present, 10 yes, 1 abstain

b. **Approval of October, 2014 Financial Reports M/S/P Generoli/Linssen** 11 members present, 11 yes

**Approval of November, 2014 Financial Reports M/S/P Generoli/Linssen** 11 members present, 11 yes

**c. Board Resolution to submit application for County Enhancement Grant M/S/P McPheeters/Linssen**  
11 members present, 11 yes

**d. Board resolution to submit application for City EDTS Grant M/S/P Linssen/Generoli** 11 members present, 11 yes

## **6. Committee Reports**

**a. Executive Committee:** Ed Badrak reported that the committee went over the agenda for this board meeting, reviewed December board minutes and the October and November financial reports. They also discussed staff compensation and elementary school expansion, both of which are going to be discussed in closed session.

**a. Promotion Committee:** Mikey Knab reported that the committee talked about Art Around Adams and that Adam Rosen is expected to strive for self-sufficiency through sponsorship and other means of revenue. The AABA will only subsidize advertising after receiving receipts up to a certain amount and it will be paid after the event. All e-mails between Adam and the AABA will be copied to members of the Executive Committee. Holiday Event: Scott reported that it was a great event. We thanked Alison for her donation of the snow. Consultant: We signed a 3 year contract after changes were made to the contract as per the board. Annual Meeting: Polite Provisions at 8am on January 27th. Annual report is on track and will be mailed out. Ciclosdias: This event will take place on a Sunday in May, yet to be determined. Adams Ave. will be closed to automobile traffic. We expect a good turnout. It's a great way to show off the district. Unplugged: The event takes place April 25 and 26. We are working on talent right now.

**b. b. Business Planning & Development:** Alison Flynn reported that she would like to move January's meeting to Thursday, January 22nd at 8am. Agenda for last month included the school expansion project. Alison has been involved in talks with the Community Planning Group. Current status: completed the Public Task Force meetings. As it stands there are 3 points of concern: 1) School standards for parking is one and a half spaces per teacher. 2) Current size of blacktop is 38000 sq. feet. Multi-purpose room is 8000 sq. feet. 2600 sq. feet of open space will be lost. 3) School board would like to raise the fencing from 3 feet to 10 feet around the property. The murals are being painted with one completed (Adams and Wilson), another two at 34th and Adams and at the car wash wall facing the post office. 805 Project: Still in communication with architect Steve Florman. Banners: have been installed further down 30th St. than we have in the past. Holiday Banners go all the way down to Monroe. A farmers' market was mentioned and we are still looking for funding for the remaining trip and fall hazards on the avenue.

**c. Finance Committee:** Doug Generoli reported that committee discussed monies available for staff compensation which will be a part of the closed session. Reviewed the financial statements paying close attention to the year-end adjustments. The committee looked at receivables and payables for the events (Unplugged).

**d. Staff Report:** Scott reported that the Annual Report will be mailed out, including the ballot to vote for board members who are currently running for 2 year terms. AABA is partnering with the mid-city little league and Scott asked for donations from the board members.

**e. New Business:** Wesley Hsu of Swingby introduced himself as a new business to Adams Ave. Keiliki Rodriquez of Home Start Thrift introduced herself as a new non-profit business on Adams Ave.

**f. 9. Announcements/Public Comment:** Caroline McKeown of Normal Heights Planning Group reported that she walked Adams Ave and found several locations that might be investigated for possible additional parking.

**10. Adjournment at 9:15 am to closed session (Staff Compensation and Legal Counsel elementary school expansion) M/S/P Roberts/Rammelsberg** 9 members present, 9 yes

a. Reporting out of closed session: Board unanimously approved year-end bonuses for staff.

b. Board took no vote or action regarding the topic legal counsel for elementary school expansion.

Respectfully submitted  
Lois Bach, Secretary