



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
October 7, 2014 8:00 am**

**Members Present:**, Doug Generoli, Lois

Bach, Pam Sisneros, Ed Badrak, Phil Linssen, Dave McPheeters, Lisa Greshko, Shayna Roberts, Alison Flynn, Jocelyn Brierton, Tony Carrillo,

**Excused:** Ryan Altman, Mikey Knab, Michael Rammelsberg, Russ Vuich

**Staff:** Scott Kessler

**Guests:** Gary Weber, Mid City Parking District; Steve Kader, Adams Ave. Street Fair; Officer Jenny Hall, SD Police Dept.; Toni Duran, 78th Assembly District; Caroline McKeown, Normal Heights CDG; Peggy Rose Levin, Century 21 Horizon; John Bartley, ItGuy4U; Greg Gohde, Classic Bows; Daniel Hazard, Rep. Susan Davis; Dena Harris, SDGUA; Elizabeth Sherman, SDGUA; Lindsay O'Brien, SDGUA; Lisa Davis, SDGUA; Cynthia Gomez, SDGVA; Brett Adler, SDGVA

**1. Call to order:** 8:05 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:** Jenny Hall reported that there were no police issues with the Adams Avenue Street Fair. Adams Avenue Grill (2201 Adams) On Sept. 24th someone broke a window at Adams Avenue Grill and the restaurant was ransacked. On October 3rd a fire was set at an apartment on Hawley.

Homelessness is getting worse on Adams. AABA staff is keeping on top of graffiti on the avenue

b. **53<sup>rd</sup> Congressional District, CA:** Susan Davis attended the meeting and updated us on a few items. Congress is on break so she is spending some time here in the district. Immigration is an important issue. Along with a host of issues: education, working on a bill that will eliminate fees that students are charged for taking out loans. Susan's office is always open to help you with your issues. She acknowledged Pam and her family's long time business in Kensington.

c. **39th Senate District:** n/a

d. **78<sup>th</sup> Assembly District:** Toni Duran reported that on Sept. 29 you can go on-line and apply for tax credits to small and large businesses in CA. Go Biz workshops are being held around the state. San Diego's workshop will be held on October 13th from 1 to 2pm. Toni Atkins will be there.

e. **Business Improvement District Council:** Scott Kessler reported that Tiffany has resigned and took a job with SDG&E. Last week the president of the council, Chris from Little Italy, resigned. The October board meeting has been canceled but the council will have a planning session during this month. The BID council presently has \$110,000 in the bank.

f. **Community Planning Group Report:** Scott reported that this will be folded into the discussion about the school expansion.

**5. Action Items:**

a. **Approval of September, 2014 Minutes M/S/P Linssen/Roberts** 11 members present, 11 yes

b. **Approval of August, 2014 Financial Reports M/S/P Roberts/McPheeters** 11 members present, 11 yes

**5. Discussion Items:**

a. **Street Fair Wrap Up:** The financials are not complete yet. A final report will be ready at next board meeting. **Public safety:** we did pretty well with only one trip and fall accident. We had paramedics from Rural Metro set up at the event. There were record crowds on Saturday. We sold all 500 craft beer taste tickets. Great weather all weekend. **Publicity:** Most important to market and brand Adams Ave. We got the front cover of UT Night and Day and were one of the featured events with ConVis. Michael Rammelsberg told Scott that his establishment (Rosey's) did 25% more business than in past years.

**b. Adams/SDGVA school expansion:** Community input asks for more parking, and leaving the open space playground instead of adding a building. There was a first public meeting a few days ago. Alison reported on the development project which is a bit complicated because it involves two different schools sharing some of the same land. Public interests include parking, maintaining use of facilities after school hours, Adams Elementary which is on the school property and Global Visions Academy which is on a combination of public school property and private leased space. Architect Steve Florman argued that the community would want to see the playground to observe what was going on and that a multi-use building is not wanted. Scott said that the planning meetings has been broken into two groups: Adams Elementary and Global Visions, with separate meetings. A proposal was given: A letter be written to the school board and Kevin Beiser on Friday, October 10th, after the Thursday meeting: M/S/P Flynn/Generoli 9 members present, 9 yes

**c. Homeless in Adams Park:** Homelessness has become a bigger problem, not just in our neighborhoods but also in Trolley Barn Park. Restaurants are encouraged to lock up their trash. A migration of homeless to our area began right after the downtown shelter closed this year. Ed Badrak reported that 18,000 to 20,000 veterans will be released in San Diego this year. Some decide to stay in San Diego after their service and may become homeless so this is a big issue.

#### **Committee Reports:**

- a. Executive Committee:** Ed Badrak reported that everything discussed at the meeting has already been discussed. Lois Bach mentioned that an idea of spending some money to thank Normal Heights after our Street Fair was discussed at the meeting and several ideas were mentioned, including putting an ad in a local publication like Uptown News. Dave McPheeters proposed placing the ad in Uptown News and Lois seconded it. 9 members present, 3 yes, 4 no, 2 abstain.
- b. Promotions Committee:** In Mikey's absence, Dave McPheeters reported that we discussed the Street Fair at the meeting. The next mixer is scheduled for November 12th. Possible locations were suggested. We also discussed the Christmas lighting on the avenue during the holidays.
- c. Business Planning & Development:** Alison Flynn reported that we have planted two out of six trees planned. Tree trimming is on-going. The 805 bridge discussion was put on hold during the Street Fair preparations. \$4700 was spent on trip and fall sidewalk grinding. We are now looking to the city and the county for additional funds for this project.
- d. Finance Committee:** Doug Generoli reported that Street Fair budget was discussed. Working on a formal resolution to close out the Annex. Overall, our finances are in very good shape.
- e. Staff Report:** The 30th St. Bottle Share during SD Beer Week will be co-hosted between Adams Ave, North Park and South Park. It takes place on the first week of November. Deco Bikes: we have been pushing to get stations on Adams: We are now up to 5 probable stations: Adams Avenue Bikes, in front of Carrillo's at Utah and Adams, at the Mason's on the 34th St. sidewalk, at Von's next to the electric car recharging stations, and on the sidewalk in front of the liquor store at 30th and Adams.
- f. 7. New Business:** n/a
- a. 8. Announcements/Public Comment:** Doug mentioned that at last meeting the environmental services representative suggested shopping around for the best price in trash collection. Doug shopped around and as of February the Car Wash will be saving \$500 a month. Lisa announced that Elos Shoes is officially closed and thanked the board for their support over her time on the avenue.
- b. 9. Adjournment at 9:45 am M/S/P Linssen/Roberts 9 members present 9 yes**

Respectfully submitted  
Lois Bach, Secretary