



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
February 3, 2015 8:00am**

Members Present:, Doug Generoli, Lois Bach, Pam Sisneros, Dave McPheeters, Ed Badrak, Alison Flynn, Phil Linssen, Mikey Knab, Tony Carrillo, Ryan Altman, Russ Vuich, Shayna Roberts

Excused: Michael Rammelsberg

Absent: n/a

Staff: Scott Kessler, Kat Carney

Guests: Greg Gohde, Classic Bows; Jenny Hall, SDPD; Peggy Rose Levin, Century 21 Realty; Alyssa Wilcox, Heights Park Ins.; Caroline McKeown, Normal Heights Community Planning Group; Daniel Hazard, 53rd Congressional Dist.; Adriana Martinez, Council Dist. 3; Elizabeth Washburn, Combat Arts SD; Rita Pirkl, Village Vino; Steven Florman, Florman Architects; Kevin J Kelly, Mid-City Little League; Mark Rowland, Mid-City Little League; Dena Harris, Global Visions

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

2. Introductions:

3. Additions/Deletions to Agenda: Add the results of the election for board members to action items.

4. Guest Speakers

- a. **San Diego Police Department:** Jenny Hall reported that an accident occurred on January 19th. A female bicyclist was headed east on Adams and an auto heading westbound hit her. Little Sprouts on Adams was broken into Jan 28. Lots of things were missing like iPads. The suspect was found and he is in custody.
- b. **Council District 3:** Adriana Martinez reported that she and Todd enjoyed the annual AABA meeting last week. A budget priority memo has been sent which included the design for the Dog Park at 39th St. The Mid-City Little League reached out to Todd's office for his support.
- c. **Council District 9:** n/a
- d. **53rd Congressional District, CA:** Daniel Hazard reported that this is the start of the budget season. Susan is still serving on the same committees as last year.
- e. **4th District County Supervisor:** n/a
- f. **76th Assembly District:** n/a
- g. **City of SD Mayor's office:** n/a
- h. **Business Improvement District Council:** Scott Kessler reported that the BID council is still in the process of reorganizing itself and it's going very well.
- i. **Community Planning Report:** Scott reported that we have a motion coming up later in the meeting about the elementary school expansion, which is also be up for approval at tonight's NHPG meeting. The Normal Heights Planning committee also approved the locations of the DecoBike racks on Adams Avenue at last month's meeting.

5. Action Items

a. 2015 Election of AABA board members: The results of the election was that all sitting members of the board were re-elected at the Annual Meeting (Ed Badrak, Lois Bach, Ryan Altman, Tony Carrillo, and Russ Vuich) and the two new members running for the board were also elected (Peggy Rose Levin from Century 21 Horizon, and Rita Pirkl from Village Vino).

-The slate for 2015 Officers were unanimously approved and are: Mikey Knab for President, Dave McPheeters for Vice President, Alison Flynn for 2nd Vice President, Doug Generoli for Treasurer, and Lois Bach for Secretary. M/S/P 14 members present, 14 yes

b. Motion to increase 2015's Mid City Little League contribution from \$500 to \$2000 M/S/P 14 members present, 13 yes, 1 abstain

c. Approval of January, 2015 Minutes M/S/P Bach/Shayna 14 members present, 14 yes

d. Approval of December, 2014 Financial Reports M/S/P Generoli/Flynn 14 members present, 14 yes

e. Motion to hold the Board Retreat on 4/7/15 from 8:30am to 12pm, following a brief 8am board meeting: M/S/P McPheeters/Altman, 14 members present, 14 yes :

f. Motion to approve joint motion with the NHPG regarding elementary school expansion. The proposed motion reads as follows: The Adams Avenue Business Association enthusiastically supports the modernization and improvement of the Adams Elementary campus and looks forward to reviewing and approving plans and details as they come forward. However, we strongly urge the city and school district to work together with community groups to take advantage of this opportunity to maximize the investment and create the greatest number of community assets on the site and surrounding area including expanded park spaces, recreation facilities, parking, and after-school educational facilities for the children of our community. M/S/P PirkI/McPheeters 14 members present, 14 yes

6. Discussion Items

a. Agenda topics for Annual Retreat: Suggested topics included a brief history lesson on school annex project, BID council discussion including history and current status, history of the AABA, acronyms used in city business, sponsorship policies for the AABA. It was also mentioned to also come to the next board meeting with more ideas for retreat subjects.

7. Committee Reports

a. Executive Report: Mikey Knab reported that we talked about the school expansion, the December financials, the annual retreat, officer election, and setting of today's agenda.

b. Staff Report: Scott Kessler mentioned the mid-city parking committee and striping for individual parking spaces on the 805 bridge. Will meet with a City engineer regarding. Scott spoke with Adam Rosen about becoming more self-sufficient with Art Around Adams. Scott also mentioned we would like the event to be more "art-centric" and less music focused so as not to interfere with the music brand the AABA has created. The promotions committee is recommending 2015 AABA contributions return to 2013 amount of \$2500. A few thousand dollars will be spent on improving our website.

c. Promotions Committee: Mikey Knab reported that Steve Kader gave a talent report for Unplugged. There was also talk about vendor sales. It was stated that although we encourage 3rd party events to come through our area we are not going to get deeply involved in the planning and execution.

d. Business Planning & Development: Alison Flynn reported that one mural is completed so far, and we are actively look for more mural artists. Other topics of discussion included striping for parking and the school expansion. Trees in Kensington are looking good. Scott will be meeting with architect who was hired by the school board. Scott, Alison, and Mikey are meeting with Todd Gloria on Thursday. The school district has agreed to do a parking garage master plan for the next phase. AABA's concerns are parking, maintaining open area on asphalt and grass, and not fencing the area off to the general public.

e. Finance Committee: Doug Generoli reported that the committee reviewed the financial statements. They reviewed the annual report and the Unplugged budget. We are hoping to at least break even for the event. There was a lengthy conversation about getting Kat to take some of the bookkeeping in-house, and perhaps some Quickbooks training for her and Scott.

. 8.New Business: n/a

8. Announcements/Public Comment: 10th anniversary for Alternative Healing on Sunday, Feb. 22nd. Dave invited the board to attend his Mardi Gras party at his house on Tuesday, Feb. 17th.

9. Adjournment at 9:40 a.m. M/S/P Linssen/Bach 14 members present, 14 yes

Respectfully submitted
Lois Bach, Secretary