



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
March 5, 2013 8:00am**

Members Present:, Doug Generoli, Lois Bach, Pam Sisneros, Ryan Altman, Dave McPheeters, Jocelyn Brierton, Tony Carrillo, Alison Flynn, Lisa Greshko, Mikey Knab, Phil Linssen, Shayna Roberts, Russ Vuich
Excused: Ed Badrak, Michael Rammelsberg
Absent: n/a
Staff: Scott Kessler, Bethany Yarbrough

Guests: Daniel Hazard, Rep. Susan Davis, 53rd District; Greg Gohde, Classic Bows; Rosalie Martinez, OLP; Chris Ward, Sen. Block; Karen Kong, Rock and Roll Marathon; Steven Florman; Dion Akers, City Council District 3; Jenny Hall, SDPD; Shanna Dayan; Gary Weber; Chris Pearson, City Council District 9; Rita Pirkel, Village Vino; Adam Rosen, Art Around Adams; Elizabeth LaCosta, St. Didacus

1. **Call to order:** 8:10 a.m. Call to order by Vice President Dave McPheeters.
2. **Introductions:**
3. **Additions/Deletions to Agenda:**
4. **Guest Speakers**
 - a. **Mayor's Office:** n/a
 - b. **San Diego Police Department:** Jennie Hall reported that there was a discharging of firearms on January 23 at Adams and Mansfield at 11pm. No injuries. Also a robbery at 3166 Adams on Feb. 9. Residential robberies are down.
 - c. **Council District 3:** Dion Akers reported that water and sewer work on Adams and 30th is beginning. He and Scott are going to meet with a representative from the mayor's office to determine proper spaces on Adams for bike racks and parking expansion. The marquee is up and running at the recreation center. Todd Gloria has been appointed as chairman of the SANDAG transportation committee.
 - d. **Council District 9:** Chris Pearson reported that Ken Irvine of Blue Boheme and Guy Hanford of Ken Video are getting help with clean up of a water project near their properties. Next year there will be a smart transit that will go down El Cajon Boulevard to downtown and the Santa Fe Depot in about 20 minutes.
 - d. **53rd Congressional District, CA:** Daniel Hazard reported that he is happy to be our new representative from Susan Davis' office. New outreach ideas for businesses such as exporting are being explored. Please share ideas with Daniel to take to his office.
 - e. **76th Assembly District:** Jason Weisz reported that there is discussion about the reactors at San Onofre. Two new bills: one is about the content of copper-based paint along the coastline and the other is inclusionary housing in new developments for affordable housing. This Saturday from 10am to noon at Kensington Starbucks Tony Atkins is hosting a coffee chat session.
 - f. **4th District County Supervisor:** n/a
 - g. **CA Senate District 39:** Chris Ward wanted to introduce himself as the representative for Marty Block.
 - h. **Business Improvement District Council:** We got \$9000 reimbursement for our services from last year's Street Fair. This Thursday there is a meeting at Lestat's to discuss the three areas of Adams Avenue for bike racks (30th and Adams, Normal Heights, and Kensington).
5. **Action Items:**
 - a. **Approval of February, 2013 Minutes M/S/P Bach/Knab** 13 members present, 12 yes
 - b. **Approval of January, 2013 Financial Reports M/S/P Linssen/Generoli** 13 members present, 12 yes
 - c. **Motion to change the AABA Bylaws to allow for the appointment of a second vice president, amend Article VI Officers, Section 3. Election, by adding the following as the last sentence: "At the discretion of the Executive Committee, a second vice president officer position may be created for the annual term, once the candidate is approved by the Board of Directors during the established process outlined in this section."** M/S/P Flynn/Roberts 13 members present, 12 yes

- d. Motion to elect the 2013 Officers of the corporation: Ed Badrak, President, Dave McPheeters, Vice President, Mikey Knab, 2nd Vice President, Doug Generoli, Treasurer, Lois Bach, Secretary M/S/P Linssen/Sisneros** 13 members present, 12 yes
- e. Motion to approve the filing of an application with the County of San Diego for Community Enhancement Program grant funding M/S/P Bach/Knab** 13 members present, 12 yes
- f. Motion to endorse the utilization of portions of Adams Avenue as the designated race course for the 2013 Rock n Roll half-marathon.** Report from Karen Kong, Rock n Roll Marathon staff member. **M/S/P Generoli/Roberts** 13 members present, 12 yes
- g. Motion to approve funding for the 2013 Art Around Adams.** Adam Rosen first gave report. Lois Bach provided a motion from the Executive Committee: **“AABA will donate \$2000, \$1000 after budget and proof of insurance is submitted and the second \$1000 after the event, proper receipts are turned into the AABA office, and proper clean-up after the event is completed in preparation for the next morning’s Rock and Roll Marathon”.** **M/S Bach/Brierton.** After discussion and because of the cost of insurance, Lois Bach amended the motion to read that **“AABA will donate \$2500 to Art on Adams: \$1500 after receiving a budget and proof of insurance, and the last \$1000 after the event when proper receipts are turned in to the AABA office for the total amount of \$2500, and proper clean-up after the event is completed in preparation for the next morning’s Rock and Roll Marathon”.** **M/S/P Bach/Brierton** 13 members present, 11 yes, 1 abstain
- h. Motion to give staff the authority to negotiate a contract for mapping and architectural services with Steve Florman. Contract amount not to exceed \$10,000. Funded by School Annex restricted account.** **M/S/P Linssen/Generoli** 13 members present, 12 yes
- i. Motion to approve a three month pilot program to park cars on weekend nights in designated lots.** **M/S/P Knab/Altman** Doug Generoli left before vote. **Phil Linssen motioned that a limit of \$5000 of AABA funds be put in place for this project with parameters set through the Executive and Finance committees.** **M/S/P Knab/Vuich** 12 members present, 11 yes

INFORMATION ITEMS

1. **School Annex Update:** In a year and two months our land lease with the Methodist Church will expire. The church has asked us to stay on as property managers for the school. This issue is going back to committee before any decisions are made.
 2. **Adams Avenue Unplugged Update:** The budget went to the Finance Committee. We’ve lost our vendor base so that is revenue that we will not be receiving. We wrote a grant for \$14,000 to make up the loss. We’ve also added headliners. We’ve asked the restaurants to help pay for the performers that will appear in their establishments to offset the cost. We’re expecting an actual loss of \$7000 for this event.
 3. **SDSU School of Public Health Survey:** Shanna Dayan is doing the research with the survey on cigarette butts on the avenue. We took a straw poll and everyone on the board was in favor of the research.
 4. **Kensington Tree Update:** We spend more money cutting the blight out of the trees than the property owners pay in. Scott attended the planning committee to see what people think. Some want to save the trees. \$12,000 will be the cost to replace the trees and would be covered by a grant from Ron Roberts office.
 5. **30th Street Update:** We’ve been doing good work on 30th by moving bus stops at that corner and planting trees on 30th. The water main construction has been reduced from 6 months down to two months.
- 6. Committee Reports**
- a. Promotions Committee:** Mikey reported that we are encouraging businesses to promote themselves on the AABA website and have a better infrastructure to get out the word on not just our own events but also additional activity on the avenue like the Rock and Roll Marathon.
 - b. Business Planning & Development:** No new information.
 - c. Finance Committee:** Doug reported that we are doing well financially. We have an increased grant request into the city. We might also have monies coming in from the proposed parking program. Report was presented earlier in the meeting because the Treasurer needed to leave the meeting early.
- 8. New Business: n/a**
- 9. Announcements/Public Comment: n/a**
- 10. Adjournment at 10:10 a.m. M/S/P Linssen/Knab** 12 members present, 11 yes

Respectfully submitted
Lois Bach, Secretary

