



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

Members Present:, Doug Generoli, Lois Bach, Dave McPheeters, Ed Badrak, Alison Flynn, Phil Linssen, Tony Carrillo, Ryan Altman, Russ Vuich, Shayna Roberts, Michael Rammelsberg, Rita Pirkl

Excused: Mikey Knab, Pam Sisneros, Peggy Rose Levin

Absent: n/a

Staff: Scott Kessler, Kat Carney

Guests: Greg Gohde, Classic Bows; Jenny Hall, SDPD; Alyssa Wilcox, Heights Park Ins.; Steven Florman, Florman Architects; Adam Rosen, Art Around Adams; Elizabeth Studebaker, City of San Diego; Brian Elliott, Climate Action Campaign; Keiliki Rodriguez, Home Start Thrift Boutique; Toni Duran, Speaker Atkins office; Steve Kader, Adams Avenue Unplugged

1. Call to order: 8:05 a.m. Call to order by Vice President Dave McPheeters.

2. Introductions:

3. Additions/Deletions to Agenda: Added Climate Action Committee to the Discussion Section of the agenda

4. Guest Speakers

- a. **San Diego Police Department:** Jenny Hall reported that there is going to be a focus on pedestrian and bicycle safety with officers going to different areas of the city for education enforcement.
- b. **Council District 9:** n/a
- c. **d. 53rd Congressional District, CA:** n/a
- d. **4th District County Supervisor:** n/a
- f. **78th Assembly District:** Toni Duran reported that March is Women's Month. Speaker Atkins is handling about 15 bills; some of them are part of a housing package.
- g. **City of SD Mayor's office:** Elizabeth Studebaker reported that next week she and Kat Carney are going to a conference in Santa Monica west coast urban district in a forum to discuss how cities operate with their BIDs and the different BID structures. The BID mapping project is completed.
- h. **Business Improvement District Council:** Scott Kessler reported that the BID council is still reorganizing itself. They have one staff member on quarter time.

i. 5. Action Items

- a. **Approval of February, 2015 Minutes M/S/P** Altman/Roberts 12 members present, 12 yes
- b. **Approval of January 2015 Financial Reports M/S/P** Generoli/Roberts 12 members present, 12 yes
- c. **Approve amendment to BID operating agreement with the City of San Diego, and designate officer to sign amendment and monthly reports *with an exception of following the time line associated with a fiscal year because the AABA is on a calendar year.*** M/S/P Rammelsberg/Linssen 12 members present, 12 yes
- d. **Mural policy:** The AABA will subsidize 30% up to \$500 per mural, up to 4 murals per year. The AABA Business and Planning Committee will approve the mural after the submission of the final design. M/S/P Roberts/Badrak 12 members present/12 yes
- e. **Art Around Adams:** Discussion regarding AABA's financial support for Art Around Adams, and event dynamics. The AABA will allocate \$2500 to this year's Art Around Adams. Funds can only be used to reimburse prepaid advertising costs up to 50% per invoice. Advertising invoices must be submitted to the AABA office within 60 days of the event. M/S/P Badrak/Bach 12 members present/12 yes

6. Discussion Items

a. **Annual Retreat Update:** The retreat is on April 7th at 8:30am after a short board meeting at 8am. This month in our committee meetings we will discuss other topics to pursue during our retreat.

b. Parking Garage: A few board members met with Todd Gloria regarding constructing a parking garage underneath the rec field of the school expansion. Councilmember was supportive of the project at this time. SDUSD will be providing us with drawings and a proposal budget for the garage. New market tax credits might be a possible financing instrument.

c. Brian Elliott, Climate Action Committee: Brian gave a presentation about stopping climate change and how to do that here in San Diego, changing how we get and use our energy. He talked about changing the way that we get around, encouraging more walking, biking and transit. 87% of San Diegans who live within a half mile of the nearest transit stop drive cars today. Community Choice Energy would be a non-profit started by the City that will be purchasing the energy. He requested letters of support be sent to the Mayor and the City Council. Matter was sent to the Business and Planning committee to come up with a recommendation to take to the rest of the board.

7. Committee Reports

- a. Executive Report:** Scott Kessler reported for Mikey Knab in his absence. The committee reviewed the financials and talked about the annual retreat. They reviewed the mural subsidy proposal and talked about the veterans' mural proposal. They reviewed the corporate sponsor update. There is no sponsors to date, but we've approached car dealers, credit unions, banks, and other such businesses. The committee also reviewed the parking garage and set the agenda for this meeting.
- b. Staff Report:** Scott Kessler reported that he ordered the tree grates yesterday. Staff submitted paperwork for two big grants, EDTS and County TOT grant for a total of \$90,000. We are also preparing a grant request to Ron Roberts for funds to replace tree grates, welding issues, and grinding of sidewalks. Kat attended a main street conference in the bay area.
- c. Promotions Committee:** Shayna Roberts reported that her committee discussed the Unplugged event. Steve Kader has booked the headliners. All of the restaurants and bars from last year have signed up to participate this year. We will purchase feather flags to make the stops more visible. We are looking into a coupon/passport book (called "Plugged In") to use on the avenue and researching printing costs. The specials offered would be good from April until September to take advantage of our event seasons. Our new website is a WordPress site and will save on staff time. Also discussed was murals subsidies and providing funds for various events that are not AABA sponsored.
- d. Business Planning & Development:** Alison Flynn reported that her committee had a presentation from the veterans art group and discussed the mural policy and parking garage proposal. AABA is now working on replacement of tree grates.
- e. Finance Committee:** Doug Generoli reported that financial statements, Unplugged budget, Art around Adams, and murals were discussed in his committee. AABA requires \$15 to \$16 thousand dollars a month for all regular expenses.

8. New Business: n/a

9. Announcements/Public Comment: n/a

10. Adjournment at 9:40 a.m. M/S/P Linssen/Bach 12 members present, 12 yes

Respectfully submitted
Lois Bach, Secretary