



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
April 3, 2012 8:00am**

Members Present:, Lois Bach, Pam Sisneros, Michael Rammelsberg, Ryan Altman, Blair Hartwell, Dave McPheeters, Ed Badrak, Jocelyn Brierton, Mikey Knab, Russ Vuich

Excused: Tony Carrillo, Phil Linssen, Doug Generoli

Absent: n/a

Staff: Judy Elliot, Scott Kessler, Bethany Yarbrough

Guests: Greg Gohde, Classic Bows; Gary Weber, MCPD; Sujantra McKeever, Pilgrimage of the Heart; Dion Akers, Council Dist. 3; Willie Sisneros, Ken Video; Steven Florman; John LeRaia, Citymark; Russ Haley, Citymark; Alison Flynn, Villainous Lair; Natalie Mann, United States Bankcard; Diana Thomas, DJ's Home Garden Gift; Elizabeth La Costa, St. Didacus; Ron Lacey, Mayor's office; Sean Eshelman, SD Community News Network

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

B. Introductions:

C. Additions/Deletions to Agenda: Presentation by Russ Haley of Citymark added before action items

D. Guest Speakers

1. Mayor's Office: Ron Lacey reported that the city is on recess right now and will be back in session next week. Will hold some budget forums throughout the city to talk about the surplus of money that the city has.

2. San Diego Police Department: n/a

3. Council District 3: Dion Akers reported that there is controversy about a joint-use field that is opening at Normal Heights Elementary. Some residents want to change the terms of the agreement, times that the field will be open for public use and who can use it. Because the agreement went through the city council it will be difficult to make changes to what was already agreed upon.

4. 53rd Congressional District, CA n/a

5. Business Improvement District Council: Judy Elliot reported that last meeting was held at the new Sempre Energy building. It is set up for business owners to learn how to make their businesses energy efficient. Bike Friendly Business District: the council is starting a project to get business districts to be more bike friendly with discounts or delivery services, for instance, and Adams Ave. will be involved in it. Parking money can be used for bicycle racks if it is within ¼ mile of a parking meter.

6. Presentation by Russ Haley of Citymark: Citymark specializes in mixed-use projects throughout San Diego. Their project on Adams Ave. will be at 2727 Adams consisting of 12 townhomes and one retail space. Russ also shared copies of the building plan with the board and audience. The townhomes will be about 1400 sq. feet and will sell in the high \$300,000s. The retail space is 1200 sq. ft. and is going to be plumbed for a restaurant.

E. Action Items:

1. Approval of March, 2012 Minutes: M/S/P Bach/Knab 10 members present, 9 yes

2. Approval of February 2012 Financial Reports: M/S/P Vuich/Sisneros 10 members present, 9 yes

F. Committee Reports

1. Executive Committee: We reviewed our accounting practices to make sure that our financial reports are easier to read. After the Unplugged event we'll know where we stand financially.

2. Promotions Committee: We still need volunteers for Unplugged and Taste of Adams. Staff shirts will be distributed to volunteers. We will have a sign-up sheet for volunteer positions. We haven't determined the cost of the Taste of Adams event because we still need to see how many restaurants are interested in participating. Planning of the Taste will go into full swing after the Unplugged event is over. We will also use social media to spread the word and have participants sign up with their e-mail addresses for a free raffle at Unplugged. We are taking donations from any businesses who want to help out. We had a morning mixer on

March 23rd. We had a good turn-out for such a short notice. At the first of May we will begin taking submissions for musicians for Street Fair. We now have a new slogan to use in our advertising for the avenue: Beyond Normal or Beyond Normal on Adams Ave. There were other slogans suggested and they might be put to use in the future. Scott's Unplugged update: The raffle will take place at the three t-shirt/information booths: Café 21, Adams Park and one in Kensington. We have posters available to put in storefront windows. Publicity: Reader and Uptown ads are out now. The schedule will be in the Citybeat and we'll print an additional 4000 to be handed out during the event. The website is getting a lot of traffic and all the important information can be found there. We are spending about \$25000 less than we did for Roots last year. The beer garden will be in the community hall on Hawley. Dave McPheeters noted that we need to be the local cheerleaders for this event to encourage folks to attend. Any volunteer will get a staff t-shirt and a beer at the community center.

Business Planning & Development: In Tony Carrillo's absence, Judy Elliot reported that the committee is looking at parking situations along the avenue, including meters, where they are and how long they've been in those locations. Perhaps we should have a survey of businesses in regards to parking meters. Lights and trash cans were also a topic of conversation.

4. Finance Committee: Ed Badrak gave the report in Doug Generoli's absence. We've streamlined our financial reports to make them easier to read and to understand. Our goal is to come out of the Unplugged event without a loss. Compared to the past few years, that would be a huge gain.

7. Staff Report: Judy Elliot reported that the audit isn't yet completed. We need details for the school Annex. Sidewalk cleaning is an on-going project on the avenue. Judy attended the Adams Elementary anniversary celebration as did Ryan Altman and Alison Flynn. Judy also mentioned the community hall rental and how busy that keeps our office. St. Didicus school sent thank you notes for getting the sidewalks cleaned.

8. New Business: n/a

9. Announcements/Public Comment: Alison Flynn mentioned her grand opening the upcoming weekend. Natalie from U.S. Bank Card gave a pitch for her business. Judy made an announcement about the partnership with Adams Avenue. Sujantra McKeever of Pilgrimage of the Heart mentioned the idea of putting a statue in the Adams Avenue area. The idea will be discussed in the Business Planning & Development committee.

10. Adjournment to closed session: M/S/P Bach/Hartwell 10 members present, 9 yes

11. Closed session. Topic: Sponsorship of Alternate Healing Festival. Board decided to pay for \$500 of the costs for equipment rented from the BID council for the event. 9 members present, 8 yes

Respectfully submitted
Lois Bach, Secretary