



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
May 7, 2013 8:00 am**

Members Present:, Doug Generoli, Lois Bach, Pam Sisneros, Michael Rammelsberg, Ryan Altman, Ed Badrak, Phil Linssen, Mikey Knab, Dave McPheeters, Alison Flynn, Lisa Greshko, Shayna Roberts, Jocelyn Brierton

Excused: Tony Carrillo, Russ Vuich

Absent: n/a

Staff: Scott Kessler, Bethany Yarborough

Guests: Daniel Hazard, Rep. Susan Davis, 53rd District; Greg Gohde, Classic Bows Violin Shop; Gary Weber, Mid City Parking District; Dion Akers and Adrian Granda, City Council District 3; Chris Pearson, City Council District 9; Jenny Hall, SDPD; Guy Hanford, Kensington Video; Nicholas Zanoni, Sycamore Den; Rita Pirkl, Village Vino; Jason Weisz, 76th Assembly District; Steve Florman, Florman Architects; April Walsh and Malakiah Hammers, Broke Girls' Coffee Bar; Patrick Edwards, President of BID council

1. Call to order: 8:00 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 the department has had changes of personnel on the graffiti patrol. Normal Heights Community Assoc. had a graffiti paint out event last month. Also last month there was a bicycle/car accident in front of Vons on Adams.
- b. **Council District 3:** Dion Akers reported that this is his last meeting with the AABA. He'll still be in the office but our new representative Adrian Granda was in attendance to introduce himself.
- c. **Council District 9:** Chris Pearson reported that this Saturday Marti Emerald will meet with neighbors at San Diego Desserts. A letter has been sent to SDG&E concerning some problems with under-grounding in Kensington. The residents want the boxes removed and have them placed underground instead. The city is also working on traffic calming on Adams in Kensington.
- d. **53rd Congressional District, CA:** Daniel Hazard reported that Susan Davis has been in town for the past week. She held a grants workshop and a neighborhood day in Bonita.
- e. **4th District County Supervisor:** n/a
- f. **76th Assembly District:** Jason Weisz reported that Bill 468 repeals the fire fee for the back woods areas and instead is replaced by a fee on insurance for all commercial and residential properties. There is also a program for low fee access for low-income families through Cox Cable.
- g. **Business Improvement District Council:** Patrick Edwards reported that the BID council has operated for the past 20 years as a non-profit management corporation to facilitate the distribution of SBEP funding. Staffing funds have now been reassigned back to the city for a position in the mayor's office. Liz Studebaker will be the BID advocate. The BID office will close and there will be one staff position for the BID (Tiffany). After June 30 the BID will not be receiving any more funds from the city. BID will still provide equipment for special events.

5. Action Items:

a. **Approval of April, 2013 Minutes M/S/P** Altman/Bach 13 members present, 12 yes

b. **Approval of March, 2013 Financial Reports M/S/P** Generoli/Linssen 13 members present -12 yes

6. Committee Reports

- a. **Staff Report:** Scott Kessler reported that the May mixer is next Tuesday at Heights Tavern at 5:30pm. Unplugged went very well, was well attended. Double-decker buses were a good choice. People are still adjusting to the new format for the event. The event program needs to be tweaked a bit for next year. We had 4000 people visit the AABA website on the Saturday of Unplugged and 10,000 the week prior. There

were many articles in the press to promote Unplugged. Taste of Adams is the next event on the avenue. Rock and Roll Marathon is on June 2nd. Hiring interviews are currently taking place. Bethany is leaving at the end of the month. 30th St. at Adams is looking better and all construction was completed before the Unplugged festival. Our parking lot program will begin in July. Scott and Bethany then treated us to a slide tour of our newly revamped website.

- b. Promotions Committee:** The committee reviewed plans for Unplugged right before the event and talked about potential sponsors for next year. Holiday event is in the preliminary planning stages and we want to expand the event footprint. Most of the rest of the meeting was already covered in the Staff Report.
- c. Business Planning & Development:** In Tony's absence, Scott reported that most of the meeting was about the North Park Plan Update. The committee heard economic development element and will be submitting comments in the next week.
- d. Finance Committee:** Doug Generoli reported that the committee basically discussed grant money and Unplugged. They agreed that we need to move it in the direction of profitability.
- 8. New Business:** BID office requested our nomination for the best business of the year in San Diego and Kensington Video won in our district. They are celebrating their 50th year in business.
- 9. Announcements/Public Comment:** n/a
- 10. Adjournment at 9:35 a.m.** to enter into a closed session. **M/S/P** Linssen/Generoli 13 members present
12 yes

Respectfully submitted
Lois Bach, Secretary