



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
June 4, 2013 8:00am**

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

Excused: Doug Generoli

Staff: Scott Kessler, Kat Carney

Guests: Greg Gohde, Classic Bows; Daniel Hazard, Susan Davis' office; Gary Weber, Parking; Adrian Granda, council district 3; Rosalie Martinez, OLP; Julio Rivera, council district 9; Chris Pearson, council district 9; Christopher Ward, Senator Block; Officer Jenni Hall, SDPD; Jason Weisz, 76th Assembly District

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

B. Introductions:

C. Guest Speakers

1. San Diego Police Department: Officer Jenni Hall reported that the corner of Oregon and Adams is being watched for those who aren't stopping completely at the stop signs. The Rock and Roll Marathon went smoothly without accidents. There was a car/motorcycle accident that occurred during Art Around Adams in the intersection of Adams Ave. and Wilson.

2. Council District 3: Adrian Granda reported the budget will be voted on June 12th. The office tried its best to get the word out about street closures, etc. for Rock and Roll Marathon. Traffic calming (when people are driving too fast) and crosswalks were discussed and the procedures used to monitor the activity on the avenue.

3. Council District 9: Chris Pearson reported that there is also a traffic calming study being done on Adams in Kensington. Chris also introduced Julio Rivera who will be the new District 9 representative at our monthly board meetings.

4. 53rd Congressional District, CA: Daniel Hazard reported that Susan Davis has been back in town and was a part of the Memorial Day parade in Kensington.

5. 76th Assembly District: Jason Weisz reported that last Friday was the final day for the assembly bills to be presented. Toni had two bills included. Obamacare will begin on Oct. 1st when you can sign up. All insurance rates are available at coverca.com.

6. Senator Marty Block: Christopher Ward reported that he is pleased to be attending our meeting. Senator Block also attended the Kensington Memorial day parade. Caltran is asking for requests for grants to provide for bicycle and pedestrian improvements. Redevelopment is up in the air at this point but we are striving to bring the monies to those areas that most need the changes that the Redevelopment program was established for in the first place (affordable housing, for example).

7. Business Improvement District Council: Mayor Filner cut the staffing for the BID council. The mayor also hired the former ED of North Park to represent the BIDs in San Diego through the mayor's office. BID council leadership doesn't see a problem. There is a problem in that two of the people sitting on the BID council don't qualify to have that post. The position should be filled by a board member or ED and two of them are just staff members.

D. Action Items:

1. Approval of May, 2013 Minutes: M/S/P Bach/Altman 14 members present, 13 yes

2. Approval of April, 2013 Financial Reports: M/S/P Vuich/Knab 14 members present, 12 yes, 1 abstain

1. Accept 2012 Audit: M/S/P Linssen/McPheeters, 14 members present, 13 yes

2. Donation to summer swimming pool program: The grant to fund this program is gone from the District 3 office so AABA is being asked to fund it. Phil Linssen suggested that we accept this for this year only.
M/S/P Linssen/Knab 14 members present, 13 yes

E. Discussion Items:

- 1. July 11th cocktails with the Council President at Sycamore Den:** Both AABA and the council office will publicize it. It will be from 5:30 to 7pm. We also need to schedule a mixer with council office 9. The event will be a cash bar. It is basically an evening event quite like Todd Gloria's Saturday morning coffee's throughout the district.
- 2. Call special meeting for church/school possible lease extension:** Phil Linssen requested that the minutes reflect that we are not talking about a lease extension or anything about the lease. This is a development project that is coming to an end. We will need a special meeting to discuss this. Two dates will be offered and the most popular one will be chosen.
- 3. Review past weekend's events: Art Around Adams:** Discussion about AAA ranged from that this is not an AABA event so we shouldn't be a topic for discussion, to the amount of people and event like this can help or hinder. The music was limited in focus. It brought out a lot of people, more foot traffic into businesses that didn't necessarily mean money made. Comics on shuttle were X rated and not funny. Stages and vendors were overflowing onto the avenue as was trash. Folks not in the know would think that the AABA was responsible for what happened on the avenue which could be a problem. We need to re-evaluate what we give money to when that event is not connected to the AABA. Next year there may be more expensive regulations that the event will have to consider if they want to continue on with the event. The city said that they were going to document the event so we didn't want the BID equipment to show up in those photos. **R&R Marathon:** The organizers left Adams Avenue much cleaner than it has looked in a long time. We should continue to partner with that event. Scott was told by the organizers that Adams Avenue was the best received portion of the race route. We promoted the marathon very well before the event and showed great community spirit.

F. Committee Reports:

- 1. Executive Committee:** Ed Badrak reported that we set the agenda for today's meeting and discussed the financials. We discussed everything that was on the Executive committee list earlier in this meeting.
- 2. Promotions Committee:** Mikey Knab reported that the committee had an Unplugged recap to decide what to keep and what to improve. Taste of Adams: we have a water sponsor and Scott has been talking to the restaurants to get them set up for selling tickets ahead of time. We'll be using the trolleys again. Promotional segments the week of the event on NBC and Channel 6. The mixer at Heights Tavern was a great success and the next one will be in August at Broke Girls coffee. We also talked about moving the Promotions Meeting later in the month if possible.
- 3. Business Planning & Development:** Scott will cover this in his staff report since Tony was not at the last meeting.
- 4. Finance Committee:** Scott gave the report as part of the staff report.
- 5. Staff Report:** We lost about \$12,000 more for Unplugged than we did last year. Our vendor sales went from \$36,000 to \$13,000. We got a grant to make up for that but we had headliners this year which cost about \$10,000 more. Phil asked about key ways of changing from losing money. Scott and Mikey responded that increasing booth rentals and sponsorships while reducing musician cost are main ways to make the event at least break even next year. A liquor sponsor for all of the bars is a possibility.

F. New Business: Kat Carney is our new assistant to the ED to replace Bethany who moved to North Carolina. Kat's a writer, a photographer, and in the know about social media. Kensington Video is the winner of the AABA award for Best Business of the Year; when we posted the information, we got at least 190 likes on our Facebook page. We've added 400 new FB friends in the past week. Community parking district: We applied for funds to underwrite our parking lot program, traffic study, and a weekend shuttle service. Our GL insurance will not be renewed as of September. Our broker is searching for a replacement policy. AABA settled with the alarm company for \$1000 versus the \$9000 claim made against us. Redevelopment if it comes back through North Park pac we should get some of that, our fair share.

G. Announcements/Public Comment: Lisa Greshko is going to request a green zone in front of her shoe store. Shayna Roberts spoke about nextdoor.com which is a website where residents can share information about their neighborhood.

H. Adjournment: M/S/P Rammelsberg/McPheeters 14 members present, 13 yes

Respectfully submitted
Lois Bach, Secretary

