



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
June 2, 2015 8:00am**

Members Present:, Doug Generoli, Lois Bach, Dave McPheeters, Ed Badrak, Alison Flynn, Phil Linssen, Tony Carrillo, Ryan Altman, Shayna Roberts, Michael Rammelsberg, Pam Sisneros, Peggy Rose Levin, Mikey Knab

Excused: Russ Vuick

Absent: n/a

Staff: Scott Kessler, Kat Carney

Guests: Adriana Martinez, City Council district 3; Steve Florman, Architect; Jenny Hall, SDPD; Keiliki Rodriguez, Home Start; Toni Duran, Speaker Atkins; Elizabeth Studebaker, City of San Diego; Ralph Dimarucut, City Council district 9; Stephen Roehrs, Adams Avenue Bicycles

1. Call to order: 8:05 a.m. Call to order by President Mikey Knab.

2. Introductions:

Additions/Deletions to Agenda: n/a

3. Guest Speakers

4. a. SDPD: Officer Jenny Hall reported that the Special Olympics torch run is today. The Mayor's office is dedicating a couple of days with classroom and questions with civilian participants to see what a day in the life of the SDPD is like. There will be two sessions: Saturday, June 13th and June 20th. There have been a couple of incidents at Adams Avenue Bicycles: windows smashed and bikes taken.

b.

City Council District 3: Adriana Martinez reported that the Ward Canyon project will at least be used as an interim dog park while funds are raised for the other planned items to the project.

5. c. City Council District 9: Ralph Dimarucut reported that the council policy on crosswalks at intersections is being studied and discussed, including crosswalks with flashing lights and signs that warn about crosswalk up ahead. We are one step closer to getting the crosswalk installed at Kensington Dr. and Adams Avenue..

6. d. 78th Assembly District (Toni Atkins): Toni Duran reported that she hopes that we've signed up for the monthly e-mail newsletter. There are several awards being presented to businesses in June: Small Business of the Year is Belly Up. Later in the month is a small ceremony for small businesses of the year in each neighborhood in the city. The Assembly passed that June 12th is Women's Veteran's Day. Toni encouraged collecting socks throughout the district for Stand-Down which happens July 18th and 19th.

7. e. Mayor's BID Representative: Liz Studebaker reported that the BID admendments were approved at City council. Micro district applications are due this week. A bike corral was installed at 30th and Adams. Eric Caldwell is new director of Economic Development department. The City of SD is now referring to parklets as Pedestrian Plazas.

8. f. BID Council: Scott reported that he is the Vice-President of the BID Council. The BIDC applied for a grant to Ron Roberts to replenish BIDC special events equipment.

9. Action Items

a. Approval of May 2015 Minutes M/S/P Bach/Roberts 13 members present, 13 yes

b. Approval of April 2015 Financial Reports M/S/P Generoli/Linssen 13 members present, 13 yes

c. Approval of the 2014 Audit M/S/P Linssen/Generoli 13 members present, 13 yes

10. Committee Reports

a. Executive Report: Dave McPheeters reported that we met last Wednesday and there was just a question on the financials. We also talked about the audit and the Taste of Adams, and set the agenda.

b. Promotions Committee: Shayna reported that the committee met on June 14th and discussed Taste of Adams Avenue. There are 31 restaurants participating and the cost will be \$35 ahead of time or \$40

the day of the taste. It will take place on Sunday, June 28th and the trolleys will run from 11am to 3:30pm. The holiday event will involve decorating the light poles to make the avenue look more festive and a “spirit stroll” that will involve serving alcoholic drinks in participating retail businesses. The mixer was at DiMilles and was well-attended. The next mixer will be in August.

- c. **Business Planning & Development:** Alison reported that the committee discussed capital improvements and maintenance. The 805 bridge is under the capital improvements. Holiday sign lighting was discussed. Maintenance includes light posts, trip-and-falls, tree grate replacements, and dedicated bike lanes on 30th St.
- d. **e. Finance Committee:** Doug reported that the committee reviewed the financial statements and the budget for the Taste of Adams. We were awarded \$50,000 plus in the EDTS grant.
- e. **Staff Report:** The BID contract was signed by President Mikey Knab. Everyone designated as an officer also signed the new signature cards for both bank accounts. We are also in a new phase of redoing and updating our website.
- f. **New Business:** n/a

11. Announcements/Public Comment: Stephen Roehrs of Adams Avenue Bicycles gave a report on the break-ins and robberies at his store as well as the tagging on his building.

12. Adjournment. M/S/P Linssen/Generoli 13 members present, 13 yes

Respectfully submitted
Lois Bach, Secretary