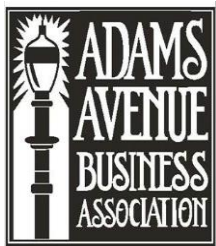


**Adams Avenue Business Association
Minutes - Board of Directors Meeting
August 5, 2014 8:00 am**



Members Present: Doug Generoli, Lois Bach, Pam Sisneros, Russ Vuich, Ryan Altman, Ed Badrak, Phil Linssen, Dave McPheeters, Lisa Greshko, Shayna Roberts, Michael Rammelsberg

Excused: Tony Carrillo, Alison Flynn, Mikey Knab

Staff: Scott Kessler, Kat Carney

Guests: Gary Weber, Mid City Parking District; Adriana Martinez, District 3 City Council; Steve Florman, Florman Architects, Christopher Ward, Senator Block's office; Peggy Rose Levin, Century 21 Horizon; Daniel Hazard, Rep. Davis' office; John Bartley, ITGuy4U, Inc.; Greg Gohde, Classic Bows Violin Shop; Steve Kader, Adams Ave. Street Fair; Eric Burtson, Wealth Source

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

2. **Introductions:**

3. **Additions/Deletions to Agenda:** n/a

4.

4. **Guest Speakers**

a. **San Diego Police Department:** In Jenny Hall's absence, Scott Kessler read the police report provided to him. July 17 a male with a stab wound was discovered on the 805 Bridge. It was determined that the injury was self-inflicted. Broke Girls Coffee Bar was broken into again (June 23rd and July 3rd). Cash and other items were taken.

b. **Council District 3: Adriana Martinez** reported that the city council is currently on legislative recess for the entire month. The minimum wage ordinance was passed 6 to 3 and the council is expecting the mayor to veto it, but the council has an opportunity to override it. Lois Bach brought up the issue of damage to the alley next to her property and the fact that the damage has gotten measurably worse since the city stopped picking up the trash from commercial properties. She will be taking photos of the damage and Scott will put together a letter to accompany those photos to submit to Todd's office.

c. **Council District 9:** n/a

d. **53rd Congressional District, CA: Daniel Hazard** reported that the house is in recess until the first week of September. While in San Diego the Congresswoman had a Neighborhood Day at the elementary school on Oregon St. A retirement Planning Workshop will take place at Grossmont College on August 27th at 6pm.

e. **39th Senate District: Christopher Ward** reported that the senate recess is over and everyone is back to work for the month of August. Senator Block is working on some bills that have to do with human trafficking and allowing for some bachelor degrees to be obtained through the community colleges. August 31st is the end of the legislature's calendar. If bills are not signed by that date, they are dead.

f. **78th Assembly District:** n/a

g. **Business Improvement District Council: Scott and Ed** reported that to save money, the pay for the BID council CEO has been cut in half. Those savings will be spread out over the next three years. A proposal was given at the last BID meeting to not follow the Brown Act but that was voted down.

h. **Community Planning:** Scott reported that tonight the Business Association is presenting our 805/parklet to the Normal Heights planning committee. In Kensington there was a drive-around with city engineers and Ken-Tal planning leadership to discuss parking issues.

5. Action Items:

a. Approval of July, 2014 Minutes M/S/P Roberts/Bach 12 members present, **12 yes**

b. Approval of June, 2014 Financial Reports M/S/P Generoli/Linssen 12 members present, **12 yes**

5. Discussion Items:

Brown Act: Scott and Kat attended a meeting about the Brown Act and the various rules associated with complying with the act. The AABA is under the Brown Act in our contract with the city of San Diego. Since we are using public funds and we have some legislative body duty assigned to us from the city, we need to operate with transparency. Scott brought up issues like conversations between board members, sub-committee meetings, posting agendas 72 hours in advance of meetings, majority of legislative body cannot discuss business outside of a meeting. The information in the slide show presentation could be our board policy. Staff will send it out to the board members and bring it back to the next meeting where we will decide whether the slide show power point will stand as our policy on the Brown Act.

Committee Reports:

a. Executive Committee: Ed Badrak reported that we brought up the discussion of the Brown Act, financials (how can we make our events more profitable? Perhaps developing better corporate sponsorships). We have finally finished the relationship between the AABA and the school Annex after 15 years.

b. Promotions Committee: In Mikey Knab's absence Lois Bach reported that our mixer is Wednesday, August 13 from 8am to 10am at Salon Bordeaux. The committee is working on a policy for non-AABA event support requests. We want specifics on the following: advertising budget, insurance, competition with our AABA events, demographics, and any history of the event. All applications will be subject to review by committees and the board. We also discussed providing event information to the non-entertainment businesses that are in the footprint of the street fair to warn about street closures, etc. Steve Kader gave an updated report on the Street Fair. The December Holiday event: Kat will be producing a retail- focused video to lead up to event. The Finance Committee needs a budget.

c. Business Planning & Development: In Alison Flynn's absence Pam Sisneros reported that Deco Bikes was discussed. There are 7 new trees on the avenue and sidewalk power washing has been going on since July 17th. There was a discussion of the MADs and different levels on the avenue to educate property owners. We discussed the 805 bridge development and use of the NE and NW corners, perhaps for a community garden.

d. Finance Committee: Doug Generoli reported that we are in good shape financially. The AABA kicked in \$6460 at the end of the fiscal year for the Adams Avenue MAD funds. Street Fair: Five years ago our profit was \$50000 and now we are at \$100000. The event footprint is maxed out so we can't built the event on the same type of revenue as in the past.

e. Staff Report: Scott reported that 218 spots were identified as trip hazards on Adams Avenue from Arizona to Cherokee. Grinding down the cement will cost approximately \$100 per trip hazard. We will be approaching Todd Gloria's and Ron Roberts' offices for grant funds. The Annex transfer and escrow procedure is now complete. Staff spent \$1500 on new office technology for new computers and two chairs. All of our systems are backed up. San Diego Beer Week is a new event in November. Areas from Adams Avenue to South Park will participate in the event.

f. 7. New Business: n/a

a. 8. Announcements/Public Comment: n/a

b. 9. Adjournment at 9:45 am M/S/P Rammelsberg/Bach 11 members present **11 yes**

Respectfully submitted

Lois Bach, Secretary