



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
July 5, 2016 8:00am**

Members Present:, Doug Generoli, Lois Bach, Dave McPheeters, Ed Badrak, Alison Flynn, Mikey Knab, Michael Rammelsberg, Ryan Altman, Russ Vuich, Shayna Roberts, Peggy Rose Levin

Excused:

Absent: Pam Sisneros, Tony Carrillo, Phil Linssen

Staff: Scott Kessler, Paige Newman

Guests: Speaker Emeritus Toni Atkins, 78th Assembly District; Jason Weisz, 78th Assembly District (Toni Atkins); Jenny Hall, SDPD; Steven Florman, Florman Architects; Gary Weber, Mid-City CPD; Natalia Mendez and Kara Kong, Competitor Group; Adriana Martinez, Todd Gloria's office

A. Call to order: 8:00 a.m. Call to order by President, Mikey Knab.

B. Introductions:

C. Additions/Deletions to Agenda: Peggy asked if the Board is interested in adding to the monthly agenda a list of businesses opening/closing. We receive monthly City listing of businesses that have paid BID fee; we can do as staff report but may not always be accurate. We have about 600 business members- 300 or so home-based, 250 storefront, 120 property owner/apartment owners. The Board agreed to add to agenda moving forward.

D. Guest Speakers

1. Speaker Emeritus Toni Atkins – She worked in long-term relationships with businesses in Normal Heights/Kensington/North Park. The state budget just passed- \$122 billion of general funds spending. The state has a \$3.1 or 3.2 billion deficit with more money going into education and higher education. Now there is a majority vote budget and a rainy day fund (\$8.4 billion). Toni's priorities are trying to reinvest in people, infrastructure, and job creation, affordable housing – one of biggest issues in our state, hitting middle class too. Human trafficking is everywhere in our communities and they are working on legislation, also for a tax credit for affordable housing and economic development relevant for BIDs. California Compete is a small business tax credit program with an easy application- they will keep us posted on workshops. Governor approved to increase minimum wage statewide over 5 years; 6 years for small businesses.
2. A message from **Liz Studebaker from the City** who couldn't attend: Risk Management staff was not able to attend our meeting but can likely attend an upcoming Executive Committee or Board meeting and extends her apologies.
3. **San Diego Police Department:** Jenny Hall reported no major incidents from the Fourth of July. The marijuana dispensary at 40th and Meade was shut down last month. Graffiti is always an issue –a sergeant is handling all graffiti matters. Send any gang tags/similar graffiti to Jenny who will pass it on.
4. **City Councilmember Todd Gloria's office:** Adriana Martinez reported that Todd Gloria is coming to Normal Heights July 23 for coffee at LeStat's from 11 am - 1 pm. Bring questions on City business, his future plans, any concerns. Minimum wage increase to take effect immediately July 11 or 18. Let her know any questions or check sandiego.gov under FAQs. They just passed \$3.3 billion budget- for Normal Heights: huge increase in homelessness and police calls. City Council just approved \$4 million increase for officer retention and recruitment and dispatch wage raises. Todd Gloria has four months left in office.
5. **78th Assembly District:** Jason Weisz reported still collecting Socks for Stand Down. They will be at Pride Parade next to Todd Gloria's office.
6. **Business Improvement District Council:** Scott Kessler reported no news.

E. Action Items

- 1. Approval of June, 2016 Minutes M/S/P** Badrak/Bach 11 members present, 11 yes
- 2. Approval of May, 2016 Financial Reports M/S/P** Roberts/Generoli 11 members present, 11 yes
- 3. Oct. 30 CicloSDias event** had a few false starts. AABA is not the permit holder. There are a few proposed routes and they will possibly close parts of Adams Avenue to cars with potential bike valet offered. Board suggested we confirm path and budget before voting in support of event; event could go ahead whether Board supports it or not.

F. Discussion Items

1. Clear Channel tree damage – Scott reported our attorney was not present. Clear Channel recently butchered seven trees on Adams Avenue. The City met with Clear Channel twice and Clear Channel admitted their contractors were on the avenue but they are appalled that their contractors didn't follow the rules and fired them. They have offered to replant new trees.

2. Rock and Roll Marathon access issues: Kara Kong wants to address the issues from this year versus previous years. With next year the 20th anniversary, they want all to go well and work with the community groups. Access into the area didn't go as expected. Some side streets north of Adams Avenue were blocked this year in addition to Adams Avenue and detour signs were missing in certain areas, and some people didn't get door hangers. Barricades were not placed properly, sometimes blocked business driveways on side streets, and were not collected successfully (also porta pottys stayed a few days). The map is not detailed enough. The marathon does market our business district and bring 10,000 people through the area, which contributes to selling homes and business starts. The marathon will find a way to not impact our businesses and contribute financially to the area. We can send any thoughts to Natalia, the Community Relations Coordinator, nmenendez@competitorgroup.com

G. Committee Reports

- 1. Executive Report:** Mikey was out of town so Alison reported they set the Board meeting agenda, discussed the marathon, the Clear Channel tree cutting, CicloSDias, staff report, and evaluating the electric shuttle.
- 2. Promotions Committee:** Shayna reported we discussed Taste. The Adams Avenue Street Fair permit is in, a listening party took place, we may do a tribute for Kandy Kane who passed away, the carnival is booked, and there will be a stage for Mariposa Ice Cream. We talked about CicloDias, raising the price for Spirit Stroll to \$20 advance and \$25 day of, and highlighting our social media presence at the Promotions Committee meetings, starting in July.
- 3. Business Planning & Development:** Alison reported we discussed valet parking at 30th Street, and spending \$20,000 to improve the avenue, with an electric shuttle to help with parking issues and drinking and driving. The mural program - we are still ironing out the details/expenses which vary per mural, and one mural remains out of three. Dionne from North Park Planning Committee talked about the EIR which can affect Texas and other streets. Peggy suggested a list of opening/closing businesses.
- 4. Finance Committee:** Doug reported looking over Taste budget and May financials. On the street fair budget, profit should be the same as before, and there was discussion on the staff credit card which Scott got.

H. Staff Report: Scott reported Taste of Adams Avenue was record-breaking with sold out ticket sales of \$34,200; we spent more on advertising and had great newspaper articles. We are researching electric vehicles which range between \$8,000 and \$30,000, and processing a parking valet permit with the City for Adams and 30th.

I. New Business: none

J. Announcements/Public Comment: n/a

K. Adjournment at 9:55 a.m. M/S/P Rammelsberg/Badrak 11 members present, 11 yes

Respectfully submitted
Paige Newman