



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
Dec. 6, 2016 8:00am**

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

**Excused:** Russ Vuich, Michael Rammelsberg

**Absent:**

**Staff:** Scott Kessler, Paige Newman

**Guests:** Jenny Hall, SDPD; Steve Florman, Florman Architects; Greg Gohde, Classic Bows Violin Shop; Micheal Hagstrom, Connie Castro and Ethan Geri, US Kids Chamber of Commerce; Beth Eldridge, Normal Heights Masonic Center; Guy Hanford, Kensington Video; Ben Himlan, Off the Grid; Stephen Throop, The Rabbit Hole; Levi Cowan, AABA intern; Gary Weber, Mid-City Community Parking District

**A. Call to order:** 8:04 a.m. Call to order by President, Mikey Knab

**B. Introductions:**

**C. Additions/Deletions to Agenda:** Switch discussion item #3 to #1

**D. Guest Speakers**

1. San Diego Police Department: Jenny Hall reported that we should shop safely during the holiday season. Go with someone, and don't walk with arms laden with bags, or on the phone. Watch out for cars following delivery trucks – people may be stealing packages. Two break-ins: Adams Ave. Bicycles on Nov. 8 and Senor Mango's and Leon's Produce on Nov. 30. Scott thanked SDPD for their efforts in keeping Adams Avenue park kid-friendly. Scott also thanked Levi Cowan, AABA's intern who has been updating our business directory for the last three months.

**E. New Business Announcements** – Peggy Rose Levin: Rove opened with adventure travel goods. Construction has begun at the new mixed use project at Bancroft and Adams. Café 21 has expanded their outdoor seating. Tajima Ramen is open only evenings. Blind Lady is hosting a holiday bazaar, featuring local hand-made crafts, this Sunday. A holiday toy drive to benefit kids at Adams Elementary and organized by Normal Heights United Methodist, has drop off locations at four AABA storefronts: Hair Drezzers on Fire, The Rabbit Hole, Blind Lady Ale House, and Salon Bordeaux. If any info arises during the month, please email [peggyrose.levin@gmail.com](mailto:peggyrose.levin@gmail.com).

**F. Action Items**

- 1. Approval of Oct., 2016 Financial Reports M/S/P** Badrak/Roberts 12 members present, 12 yes. Pam abstained
- 2. Approval of Nov., 2016 Minutes M/S/P** Generoli/Roberts 12 members present, 12 yes. Pam abstained
- 3. 2017 Board Nominations:** The committee nominated Lois Bach, Shayna Roberts, Alison Flynn, Ed Badrak, Peggy Rose Levin, Ryan Altman, Tony Carrillo and Guy Hanford. We mail the annual report the first week of January. People will be voted in officially at the annual meeting at Ponce's. Nominations can also be taken from the floor if they meet the qualifications. We have space for one additional person. The nominations were adopted. Generoli/McPheeters 12/12

**G. Discussion Items**

1. Accept \$1,000 donation sponsorship from US Kids Chamber of Commerce for Holiday on Adams event. Ed Badrak introduced Ethan Geri, a child from the US Kids Chamber of Commerce, an organization teaching basic civics. Ethan gave a presentation to the board and Mikey Knab accepted the check.

2. Off the Grid, a company from the Bay Area, returned for a second time to discuss in further detail the proposed weekly food truck market event at the Masonic Lodge parking lot starting the first quarter of next year or later. Ben Himlan from Off the Grid was present as well as Beth Eldridge from the Masonic Center. AABA is still seeking information on how parking issues can be reduced. Off the Grid is looking at bike valet

options and Uber and similar ride options though admit there will be parking impacts. AABA is concerned about how it will impact residents and whether we can collaborate with the Masonic Center in some sort of parking initiatives during evenings the parking lot is not being used. Off the Grid asks for a partnership with AABA and would pay BID fees. Off the Grid is also meeting with the planning group. Ben proposed sending an MOU for us to consider, after which we vote yes or no on the project.

3. Spirit Stroll recap- we raised the ticket price from \$18 to \$24 and sold 90 fewer tickets (410 total). The rain had an impact. We put more money into advertising this year. It was a great partnership between retailers and bars/restaurants and we received positive feedback. Some people talked about changing the date so that it's not on Small Business Saturday. There were ideas for bartenders to compete for a best drink prize. Also a suggestion was made for retailers to engage in more customer outreach.

## **H. Committee Reports**

1. **Executive Report:** Mikey reported that we reviewed October financials and Off the Grid's proposal, a Spirit Stroll recap, the Holiday on Adams event and the nominations committee, and we set the agenda for this board meeting.
  2. **Promotions Committee:** Shayna reported that she was not at the joint meeting with the Business Planning and Development discussing Off the Grid.
  3. **Business Planning & Development:** Alison reported that we also had the regular meeting besides the joint meeting. The valet service at 30<sup>th</sup> and Adams is making progress with Preferred Parking. We submitted all the documentation required for a valet parking station and are waiting for City to issue the valet permit. A tree was vandalized/broken in front of Adams Avenue Bicycles and two other dead trees will be replaced. Trash cans require further repairs after we just completed repairing them a few months ago. The contractor AABA hired is starting to grind trip and falls. The Kensington Garden Club received some support from AABA for watering trees.
  4. **Finance Committee:** Doug reported we reviewed October financials, Spirit Stroll budget and AABA staff clarified the expected year-end loss will not be as severe as previously reported due to our SBEP management grant not being reflected in the September financials. Staff still expects to lose \$10,000-12,000 on the year directly due to lower than normal Street Fair profits.
- I. Staff Report:** Scott reported that the contractor we hired, Precision Concrete Cutting, will start grinding approximately 200 trip and falls from Vons to Hamilton. The spots are marked on the sidewalks. The construction estimate is about \$2000 over the \$15,000 Ron Roberts allocated to us. The City is trimming palm trees on the avenue which will save about \$3000 from our MAD budget. We contracted with WCA to trim the pear trees in Kensington. The job is costing \$1500 rather than \$4000 due to the healthy nature of the trees. The Holiday on Adams Ave. event is this Sunday – we don't have the circus this year but we ordered 4 extra tons of snow and gave out 1,000 leaflets to 5 elementary schools. We need board members to help. Santa Claus will arrive in a Model T Ford drawn by reindeer. The Jan. 31 annual meeting is at Ponce's. We are closed between Christmas and New Year's so the Executive Committee meeting will move to Dec. 21.
- J. New Business:** n/a
- K. Announcements/Public Comment:** n/a
- L. Adjournment at 9:44 a.m. M/S/P** Bach/McPheeters 12 members present, 12 yes

**Next meeting: Jan. 3 at 8 am**

Respectfully submitted  
Paige Newman