



Board of Directors Minutes for Tuesday, Feb 2nd, 2016
8:00am meeting in the Normal Heights Community Center, 4649 Hawley Boulevard

Mikey Knab, PRESIDENT mikey@poncesrestaurant.com
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Members Present: Doug Generoli, Lois Bach, Dave McPheeters, Phil Linssen, Peggy Rose Levin, Alison Flynn, Ryan Altman, Michael Rammelsberg, Pam Sisneros, Russ Vuich

Members Excused: Tony Carrillo, Ed Badrak

Staff: Scott Kessler, Kat Carney

Guests: Adriana Martinez, City Council District 3; Greg Gohde, Classic Bows; Lee Steuer 53rd Congressional District of California, Susan Davis's office; Jason Weisz, 78th Assembly District, Toni Atkins office

- A. **Call to order: by President, Mikey Knab**
- B. **Introductions**
- C. **Additions/Deletions to Agenda: n/a**
- D. **Guest Speakers:**

Lee Steuer introduced herself to the Board, as she will be the new rep from Susan Davis' office. Jason Weisz re-introduced himself, as he will be taking over again from Toni Atkins office. He talked about the kick-off for the California Earned Income Tax Credit, which is \$380 million to go back into the pockets of working Californians who qualify for the credit.

BID Council: Scott Kessler reported that the council is still meeting and has about 2 years of budget left in the account. They will attempt to begin fundraising. Warren is currently working on a very part-time basis. The BID Council is still providing the special event equipment to the BIDs. They organized a meeting between the BIDs and Storm Water at the City to discuss the regulations and why special events are being targeted for fines.

1. **Approve January 2016 BOD minutes: M/S/P Bach/McPheeters** 11 members present, 10 yes, 1 abstain
2. **Approve December 2015 financials: M/S/P Linssen/Flynn** 11 members present, 10 yes, 1 abstain
3. **Board resolution to submit application for County Enhancement Grant M/S/P Generoli/Linssen** 11 members present, 11 yes
4. **Board resolution to submit application for City EDTS Grant and to comply with City agreement should funding be awarded. M/S/P Linssen/Rammelsberg** 11 members present, 11 yes

F. Discussion Items

-Solicit 2 items from each committee for Board Retreat Agenda during Feb Committee meetings.

- Changes to Unplugged festival format: Unplugged has changed in order to distinguish itself from St. Fair over past several years. The walkable format has worked, but now it is more spread out it is more difficult for the vendors to make money. The festival is dependent on the City

grant, so now we are trying to get the event to a break-even level if we didn't have the EDTS grant. The two outdoor stages will be eliminated. We will book fewer national touring acts, and musicians will provide their own sound system (if needed) while playing double sets in the bars and restaurants. The NH United Methodist Church will pay for the headliners in their space. There will be food vendors in Smitty's lot. We are also added to the event a beer taste crawl called Unplugged on Tap. We are not closing any streets, so we do not need a special event permit.

G. Committee Reports

Executive Committee: Mikey Knab reported that there were \$30,000 in additional expenditures in 2015. That was from additional activities and investments in the neighborhood. We made up for the additional costs with added revenue.

Promotions Committee: Dave McPheeters stated that most of the committee was already covered.

Business Planning and Development: Alison Flynn reported that the North Park Plan was discussed. She also discussed the Avenue had a few things out of place after the storm and gave out the number for Storm Clean Up. The street lights have been fixed. Scott gave an update on what has been developing on the Avenue.

Finance Committee: Doug Generoli reported that the committee discussed the financials for December and year-end accounting. They also discussed the Unplugged budget and charity allocations as well.

H. Staff Report: Scott Kessler reported that CiclosDios wants to have its next event in the Mid-City. The bike groups would like the AABA to help with the event. He reported the dates for the Annual Meeting, Rock 'n' Roll Marathon and Art Around Adams as well.

New Business: n/a

J. Announcements/Public Comment: n/a

K. Adjournment: M/S/P Linssen/Bach 11 members present, 11 yes

Respectfully submitted
Lois Bach, Secretary