



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
April 4, 2017 8:00am**

Members Present: Mikey Knab, Alison Flynn, Lois Bach, Doug Generoli, Shayna Roberts, Ryan Altman, Phil Linssen, Guy Hanford

Excused: Russ Vuich, Dave McPheeters, Peggy Rose Levin, Ed Badrak, Tony Carrillo, Michael Rammelsberg

Absent:

Staff: Scott Kessler, Paige Newman

Guests: Jenny Hall, SDPD; Jeff Brooker, SD City Attorney; Greg Gohde, Classic Bows Violin Shop; Jeff Switzer, Normal Heights Masonic Center; Kara Kong, Rock N Roll Marathon; Natalia Mendez, Rock N Roll Marathon; Matt Yagyagan, Councilmember Gomez' office; Chloe Madison, Councilmember Ward's office; Gary Weber, NHCPG; Elizabeth Studebaker, City of San Diego; Adam Rosen, Art Around Adams; Joe Dominguez, RidePlay.TV; Jason Weisz, Assembly Member Toni Atkins' office

A. Call to order: 8:07 a.m. by President Mikey Knab, dedicating the meeting to Lois Bach for her 13 years of service to the AABA Board.

B. Introductions

C. Additions/Deletions to Agenda: n/a

D. Guest Speakers

1. Chloe Madison, Councilmember Ward's office: The Equal Pay Ordinance is on its way to full council, and they are hoping for a clear policy requiring all contractors to affirm there is no pay gap based on race or gender. The Councilmember released a comprehensive memo outlining more than a dozen complementary strategies to address homelessness and he has been appointed Vice-Chair of the Regional Task Force on the Homeless. The Mayor is presenting his proposed budget to council on the 14th. A series of public meetings includes a special evening meeting on May 15. The Mayor is projecting a budget shortfall this year. Councilmember Ward is focused on protecting city services and level of service for local neighborhoods. The next community get-together is at Halcyon in East Village on April 27, 5-6:30 pm.

2. Matt Yagyagan, Councilmember Gomez' office: A lot has happened in the first 100 days. Councilmember Gomez is focusing on economic development along the El Cajon corridor as well as equity. Open office hours every Friday from 10 am- 1:30 pm at the City Heights Recreation Center. A town hall with City Attorney Mara Elliot will be April 10 at 6 pm at City Heights Library. A budget town hall is being planned for May 18 at 6 pm; location is pending. She has made advocacy trips to Mexico City and Sacramento chambers.

3. Jason Weisz, Toni Atkins office: The Governor's budget is happening at the State capital; there are educational cuts. Toni has taken up the issue of human trafficking with bills SB230 and SB270. Next month they will have new revenue estimates. The state has about a billion and a half more dollars than what the Governor anticipated. Toni wants to maintain and extend health care coverage to all CA residents.

4. San Diego Police Department: Jenny Hall reported a break-in at Kensington Dental on March 10 with some equipment missing. A national prescription drug take back day on April 29 from 10 am- 2 pm with locations all over the City. Jeff Brooker from the City Attorney's office started a new initiative in the Mid-City parks - any misdemeanor case gets filed directly to him and it goes to court. They have gotten good results so far. He's part of the human trafficking task force and trains communities in how trafficking affects San Diego.

5. Elizabeth Studebaker, City of SD: Bid budgets are going to full council next week. She's working with the planning department and development services on additions to the municipal code to allow placemaking in the public right of way and on private property. They are working closely with the Commission on Arts and Culture since many of the projects proposed include professional artists. The

department manages multiple grants and AABA has historically applied for funding for Adams Avenue Street Fair and Adams Avenue Unplugged. Shifts occur from Arts and Culture and EDTS back and forth over the years. They shifted to an online application. The intent of EDTS is for Citywide impactful events that draw tourists from outside San Diego who are staying in local hotels.

E. Action Items

1. **Approval of Feb. Financial Reports M/S/P** Generoli/Flynn 8 members present, 8 yes.
2. **Approval of March Minutes M/S/P** Linssen/ Generoli 8 members present, 8 yes.
3. **Art Around Adams:** Adam Rosen is seeking \$3500 in sponsorship, but the AABA voted to support the event with 50% of the advertising costs at up to \$2500, like last year. Roberts/Flynn 8 members present, 6 yes. Altman/Generoli abstain
4. **Off the Grid** – A motion was made to move forward with the proposal for the weekly event to start likely in August, with a three-month trial period. Linssen/Flynn 8 members present, 8 yes.

F. Discussion Items

1. EDTS- AABA emailed the City that the criteria for the grant applications have not been clearly nor consistently communicated. AABA revenue decreased by \$59,000 last year. We were not able to apply for both Adams Avenue Unplugged and Adams Avenue Street Fair and received contradictory guidance on which event to apply for. Changes to the grant were provided to us without sufficient notice. Without further City support we may need to cancel Unplugged in the future or have staff layoffs. We didn't see anything in the criteria stating we can't generate a surplus on the event yet are being told that having a surplus is an issue. The City wants to fund programs that are bringing visitors to San Diego hotels. We were encouraged to apply for something other than events but our organization is very event-based. Liz Studebaker said more organizations are applying for funds so we might not receive the same funding we have for 25 years.

2. Rock N Roll Marathon- the 20th anniversary is June 4. The course hasn't changed much- runners will enter Adams Avenue from 30th heading east and runners will loop around Mountainview and head west on Adams, then left on 33rd to exit the area. Road closures will last from around 5 – 10:15 am. Runners will appear on Adams approximately 6:35 am and the last runner will exit Adams around 9:47 am. They have a prompt cleanup after with street sweepers and trash crew. Barricade issues from last year will be addressed.

G. Staff Report: Scott reported Adams Avenue Unplugged is April 29, and we expect to lose a few thousand dollars on the event this year. The Adams Avenue Street Fair permit was turned into the City. Paige just finished updating the business directory and we emailed businesses for feedback on any potential errors.

H. Committee Reports

1. **Promotions Committee:** Shayna reported about special events, EDTS, and hiring a sponsorship consultant - we would like the top candidate of the three interviewed to come to the Promotions Committee meeting so that the Board may vote on the decision. Having sponsors will help diversify our revenue.
 2. **Business Planning & Development:** Alison reported we discussed routine maintenance items such as trees; The Kensington Garden Angels made the pear trees beautiful. The main topic was the vision investment project, with ideas like valet parking at 30th Street and possibly at Felton, the 805 bridge, and an Adams Avenue neighborhood wifi, which Alison is researching.
 3. **Finance Committee:** Doug reported we looked at the Adams Avenue Unplugged budget, financials, sponsorships, and general parameters of increasing our 620 BID constituents' annual fees set in 1985 - the process initially appears to be difficult.
 4. **Executive Report:** Mikey reported we have discussed everything already except for our MAD extra day porter service.
- I. Announcements/Public Comment:** Joe from Rideplay.TV introduced their service which promotes businesses and organizations in the back of Uber/Lyft vehicles. They redirect passengers to businesses, neighborhoods and events.
- J. Adjournment at 10 a.m. M/S/P** Flynn/Altman 8 members present, 8 yes

Next meeting: May 2 at 8 am

Respectfully submitted
Paige Newman