



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
May 2, 2017 8:00am**

**Members Present:**, Mikey Knab, Dave McPheeters, Alison Flynn, Doug Generoli, Shayna Roberts, Ryan Altman, Tony Carrillo, Phil Linssen, Russ Vuich, Peggy Rose Levin, Michael Rammelsberg.

**Excused:** Ed Badrak, Guy Hanford

**Absent:**

**Staff:** Scott Kessler, Paige Newman

**Guests:** Greg Gohde and Lois Bach, formerly with Classic Bows Violin Shop; Chloe Madison, Councilmember Ward's office; Elizabeth Studebaker and Christina Vincent, City of San Diego; Lydia Zamora and Iris Ford, House of Blessing; Virginia Sullivan, VNS Marketing, and Lee Steur, Rep. Susan Davis

**A. Call to order:** 8:07 a.m. by President Mikey Knab

**B. Introductions**

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

**D. Guest Speakers**

1. Chloe Madison, Councilmember Ward's office: It's budget season. She covers the safety policy and Councilmember Ward is proposing not to make any cuts and to ensure SDPD has all the necessary resources to react to things like the La Jolla shooting. Councilmember Ward enjoyed introducing Yale Strom and Hot Pstromi at Adams Avenue Unplugged. They are having office hours May 24 from 11 am-2 pm at Golden Hill Recreation Center. May 15 at 6 pm is an open meeting to the public on the 12<sup>th</sup> floor of the Council building regarding the Mayor's budget. Councilmember Ward's position is to keep funding for the Arts Commission stable.

2. Lee Steur, Rep. Susan Davis' office: they are in full budget season. Congress is in recess. They do federal agency casework so let them know if needing assistance with the VA, Social Security, Medicare, etc.

3. Elizabeth Studebaker, City of SD: SBEP management grants are not being reduced; it was a clerical error.

4. Christina Vincent, City of SD: She explained her history having been on staff at the AABA. All grants and old processes changed; they are becoming more automated rather than using paper. There is pressure from the Council and the Mayor to be more strategic about what they are funding. Information on EDTS awardees is coming out probably next week. In past years we were funded through EDTS; starting next year events will be funded through Arts and Culture. They are encouraging us to apply for different programs and think beyond the Street Fair; the AABA felt we were only given 30 days to figure out something new. Christina will hold an ad hoc committee meeting with AABA to help clarify what we can apply for and what can be funded.

**E. Action Items**

- 1. Approval of March Financial Reports M/S/P** Roberts/Generoli 11 members present, 11 yes.
- 2. Approval of April Minutes M/S/P** Roberts/McPheeters 11 members present, 11 yes.

**F. Discussion Items**

1. Virginia Sullivan, VNS Marketing interview with sponsorship consultant- we interviewed three firms to help with our raising sponsorship funds, especially for the Street Fair. Virginia, with a background in fundraising for Street Scene, is the finalist who met with the Executive Committee. Proposed consultant pay would be a combo of a set fee plus commission. She hopes to bring more people to the Adams Avenue area who may know the district from attending the Street Fair.

2. Adams Avenue Unplugged recap – two pedestrians were hit in a crosswalk at Hawley and Adams. Crowds were up Saturday, our first year of doing the event as one day. We had some food vendors who did

well and some reported low sales. Promotions went well. Four guerrilla stages popped up. We will lose \$4000 on the event. Without the City's money we couldn't afford to have the event.

**G. Staff Report:** Scott reported the Adams Avenue Street Fair vendor revenue is coming in, and we opened applications a week early. We sent a written request to see what restaurants would like to participate in the Taste of Adams event. Some new restaurants will be included. We are still replacing trees after a few died. Our extra maintenance person is out on the avenue and the park at 35<sup>th</sup> and Adams is looking better.

#### **H. Committee Reports**

- 1. Promotions Committee:** Shayna reported we discussed Unplugged, the Taste of Adams planned for June 25, and social media which has a boost in Instagram followers.
  - 2. Business Planning & Development:** Alison reported we met with the Normal Heights Urban Arts Committee – they want to have more murals in Normal Heights. We are looking into an Adams Avenue neighborhood wifi, and valet parking is still being worked on.
  - 3. Finance Committee:** Doug reported we have about \$6500 less than last year due to Street Fair vendor profits dropping. We made cuts to the 2016 Street Fair to reduce expenses.
  - 4. Executive Report:** Mikey reported we went over financials, interviewed Virginia Sullivan, finished planning and budgeting for Unplugged, discussed EDTS, wifi, community center management possibilities, and the idea of a BID fee increase.
- I. Announcements/Public Comment:** Chloe Madison said to keep them posted on the ad hoc meeting with the City and how they can be of assistance, and that they are working to take action on homelessness. Lois Bach mentioned they sold their property and a bowmaker will be the new owner opening in the near future. Lydia Zamora announced the May 13 fundraising event for the Casa de Bendicion/House of Blessing at the Normal Heights Masonic Center. They are trying to buy their own place.
- J. Adjournment at 9:45 a.m. M/S/P** Knab/Roberts 11 members present, 11 yes
- K. Closed session:** Board voted to approve the contact with VNS Marketing with direction to staff to negotiate a commission level starting at \$75,000.

**Next meeting: June 6 at 8 am**

Respectfully submitted  
Paige Newman