



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
June 6, 2017 8:00am**

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

Excused: Shayna Roberts, Ed Badrak

Absent:

Staff: Scott Kessler, Paige Newman

Guests: Lois Bach, formerly with Classic Bows Violin Shop; Chloe Madison, Councilmember Ward's office; Emily Pippin and Samantha League, Academy of Our Lady of Peace; John Hartley; Jason Weisz, Sen. Atkins' office; Gary Weber, NHCPG

A. Call to order: 8:05 a.m. by President Mikey Knab

B. Introductions

C. Additions/Deletions to Agenda: Kensington Parade

D. Guest Speakers

1. Chloe Madison, Councilmember Ward's office: The city's final budget for next year is approved and they've added more than \$3 million for police officer recruitment and retentions, plus restored most of the deep cuts to arts funding. The council also opted against holding a special election this year for the proposed ballot measure to raise TOT taxes for a convention center expansion and limited homeless services. The councilmember is working to ensure there's a strong proposal for the 2018 ballot that would fund a Convention Center expansion and provide a major investment in housing and homelessness. The first meeting of the Council Select Committee on the Homeless is June 21 at 2pm at City Hall. San Diego was recently approved for a \$3 million state grant from the proceeds of Prop 47 to support and expand the City Attorney's SMART program that allows chronic, non-violent criminals with drug problems to avoid jail time if they agree to move into government-funded housing including drug treatment, and has been a huge help to homelessness efforts. Chris Ward's Normal Heights Office Hours are June 14, 4-6 pm, Adams Recreation Center.

2. Jason Weisz, Sen. Atkins' office: A few key bills Toni helped pass at the Senate are a transgender rights bill to add a third marker of gender identification and a universal healthcare bill SB562, which could be much like Medicare. Ponce's was recognized as Small Business of the Year for their advocacy on healthcare rights for all and a living wage.

E. Action Items

1. **Approval of April Financial Reports M/S/P** Generoli/Flynn 11 members present, 11 yes.
2. **Approval of May Minutes M/S/P** Rammelsberg/Hanford 11 members present, 11 yes.

F. Discussion Items

1. OLP banners – The representatives presented a proposal regarding 16 banners they would like to put up along a portion of Adams Avenue for four months, promoting the 135th Anniversary celebrated on May 10. Vuich/McPheeters 11 members present, 11 yes voted for the “ideal plan” (rather than the original proposal). Staff will approve the designs.
2. Art Around Adams – People speak highly about the event. They missed emptying a few garbage cans and there was loose garbage around the cans throughout the event area.
3. Rock N'Roll Marathon – 30,000 people ran down Adams Avenue. The cleanup was exceptional and the marathon did well with not blocking access to businesses this year.
4. Audit – Our books are very clean. Doug mentioned there were two minor issues to work on. We'll have approving the audit as an action item on the next Board agenda.
5. Next Board meeting rescheduled to July 11 due to July 4 holiday.

G. Staff Report: Scott reported we are 60 Taste of Adams tickets ahead of last year, and Street Fair vendor sales were \$49,000 this year compared with \$34,000 at the same time last year. We have 45 Taste venues versus 40 last year, and Taste tickets were distributed to the venues, who make \$10 for each ticket they sell. There are four beer taste stops. We received the full EDTS amount of \$50,000 from the City which will help us fund Unplugged. Next year we will probably be shifted back to the grant pool of the Commission for Arts and Culture; we will meet with City staff to discuss. We paid the sponsorship consultant her first two checks and met with her last week. We are working on about 5-6 potential sponsors. Off the Grid who had proposed a weekly food truck on Tuesdays has changed their proposal to start a 3-month trial from August-November and then meet with us for input on whether to continue after that. Back to Street Fair, we turned the permit in to the City, we are working on music acts, and still won't use the park stage this year. We'll hire a group from SDSU or San Marcos to measure economic impact of the Street Fair as part of the City's grant requirements this year. The BID Council has a grant in to the County to purchase additional special event equipment.

H. Committee Reports

- 1. Promotions Committee:** Mikey reported (in Shayna's absence) that we had discussed everything earlier in today's meeting. The AABA mixer is June 14 at Blackmarket Bakery.
- 2. Business Planning & Development:** Alison reported we discussed implementing better traffic control for pedestrian safety. We are considering updating our priority list for the City's capital improvement projects. We will propose to put storm drains on the west side of Adams from about Kansas to Texas streets. We are still looking into a vision investment project and valet parking will start soon.
- 3. Finance Committee:** Doug reported we looked over financial papers and the audit, Street fair and Unplugged final numbers, as well as Taste projections. We are approximately \$13,000 ahead of last year but we are spending on the sponsorship consultant, banners, and the Street Fair survey, totaling \$43,000 additional expenditures, not including what we may need for special event equipment. We have at least \$6,000 less in EDTS money, and next year we'll have an additional \$25,000 less in EDTS monies if we go back to the Commission for Arts and Culture grant pool. Vendor sales are going up, however and we have potential sponsors coming in.
- 4. Executive Report:** Mikey reported we had already gone over everything
- 5. New business announcements by Peggy Rose Levin:** White Rabbit Day Spa, San Diego Poke Company, Little Miss Brewing, Living Tea, Nozaru Ramen, and Grains are now open. Hatched Collective has opened. Abe Liebhaber Bows has opened where Classic Bows was. The Bearded Bowtie has opened next to MRH Interiors. Kensington Brewing will be open once they have a beer and wine license, also serving barbeque. The 7-11 at Ohio Street has reopened with new fencing. Peggy would like us to be part of the Kensington Memorial Day Parade; we gave a small donation the last few years.
- 6. Announcements/Public Comment:** Gary mentioned the Normal Heights 4th of July parade. The Little League has invited AABA members to their closing ceremony.
- 7. Adjournment at 9:50 a.m. M/S/P** Vuich/ Rammelsberg 11 members present, 11 yes

Next meeting: July 11 at 8 am (rescheduled due to July 4 holiday)

Respectfully submitted
Paige Newman