



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
July 11, 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, Guy Hanford.

Excused: Ed Badrak

Absent:

Staff: Scott Kessler, Paige Newman (on vacation)

Guests: Jenny Hall, SDPD; Norma Stafford and Carolyn Dubuque, Normal Heights Urban Arts; Lee Steur, Rep. Susan Davis' office; Erik Santiago, West Coast WIFI; Gary Weber, NHCPG

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

B. Introductions

C. Additions/Deletions to Agenda: add closed session item regarding Corey Brigg's lawsuit

D. Guest Speakers

1. Jenny Hall, SDPD: Carrillo's was broken into – they caught people who returned part of the stolen items. Diesel Salon storage area was broken into.
2. Lee Steur, Susan Davis' office: Congress is going into recess. She gave a summary on the healthcare bill and Pell grants. Lee is moving to Norway and will be replaced by another staff person from Susan's office soon.

E. Action Items

1. **Approval of May Financial Reports M/S/P** Roberts/Generoli 12 members present, 12 yes.
2. **Approval of June Minutes M/S/P** Vuich/Roberts 12 members present, 12 yes.
3. **Approval of annual audit and management letter-** Linssen/Generoli 12 members present, 12 yes

F. Discussion Items

1. Taste recap – The Taste of Adams was another sellout this year, with AABA distributing 1100 tickets. The event netted approximately \$20,000, which is similar to last year's results. A survey has been sent out to participating restaurants, and almost half responded. A new handout was distributed that linked the venues with the trolley stops which was very well-received.
2. WIFI proposal –Alison explained the proposed initiative, along with West Coast WIFI company representative Erik Santiago. Free WIFI access would be available to anyone along Adams Avenue for a period of up to two hours per day per consumer. There is no cost to the AABA to sponsor the program but only a responsibility to market the program to AABA members initially and if the program is established, to incorporate the program in AABA promotional campaigns. Revenue to operate the program comes from hourly user fees. Those who exceed the two-hour free limit can choose to purchase additional hours or buy a weekly or monthly unlimited access to the network. Also, shop owners can choose to be included in an online business directory which helps underwrite the program and/or purchase banner advertisement on the landing page. AABA will email details of the program to members to gauge their receptivity for participation. One business owner/property owner per block would be required to mount an approximately one-foot high WIFI antenna on their property.

G. Staff Report: City staff has previously informed the AABA our special events would not be eligible to receive EDTS funding in 2019. We have a few options regarding future funding which are to either choose a different program for the EDTS application process other than special events, or to switch funding pools back to the TOT administered by the Commission for Arts and Culture and accept at least a 50% reduction over what we have received for the past five years. The sponsorship consultant met with AABA staff last week to report on progress for this year's campaign. There are a number of companies we are negotiating with for this fall's street fair, including Tito's Vodka, Indian Motorcycles, Kind Bars, Dr. Bronner's soaps, and Tmobile

and Ballast Point Brewing. City informed AABA that our MAD budget has increased for 2018 by approximately \$17,000 or 25%. The increased dollars stem from payment from Clear Channel, an increase in the public benefit match from the City's general fund, and unreimbursed bills from 2017 which the City designated for payment after July 1, 2017. Street Fair vendor sales are approximately \$18,00 ahead of last year, again there will be no park stage, and headliners are booked.

H. Committee Reports

- 1. Promotions Committee:** Shayna reported that we covered the Taste, the AABA mixer, and information about the sponsorship consultant.
- 2. Business Planning & Development:** Alison reported we discussed replacing old banners on the avenue, and the potential use of a portion of the banners for advertisement to promote local businesses and bring in revenue to AABA. We discussed WIFI, the progress on the 30th Street valet parking project, possibly trimming all trees along the avenue. lights that had gone out.
- 3. Finance Committee:** Doug reported that our finances are pretty much the same as last year; things are looking good but we do have some new expenditures and reductions in funding including our sponsorship consultant and cutbacks from the City and TOT funds.
- 4. Executive Report:** Mikey reported that everything was already mentioned. Staff may survey membership to gauge interest in the WIFI project.
- 5. New business announcements by Peggy Rose Levin:** Kensington Brewery will be open 8/1. Some new places in Kensington include Bench, an interior design place, Perlman Clinic, AMG Property Management behind Clem's, Snapology (a childrens' nonprofit), and Hare Associates (architects). David Tam of Edward Jones expanded to the dry cleaner next door. Further west on Adams are Concrete Jungle Tattoo above Rove, Arch Work at Bancroft and Adams, and Snapper, a voice studio by the 805 bridge.
- 6. Announcements/Public Comment:** Norma from Normal Heights Urban Arts Group mentioned they are looking for mural artists. They are supposed to paint the recreation center and the Masonic Lodge.
- 7. Adjournment at 9:30 a.m. for closed session. M/S/P** Linssen/ Rammelsberg 12 members present, 12 yes
- 8. Closed session:** Board discussed latest lawsuit filed against AABA and other San Diego BIDs by attorney Corey Briggs.

Next meeting: Aug 1 at 8 am

Respectfully submitted
Paige Newman