



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
Aug. 1, 2017 8:00am**

Members Present: Mikey Knab, Dave McPheeters, Doug Generoli, Shayna Roberts, Ed Badrak, Ryan Altman, Peggy Rose Levin, Guy Hanford.

Excused: Alison Flynn, Michael Rammelsberg, Tony Carrillo, Phil Linssen, Russ Vuich

Absent:

Staff: Scott Kessler, Paige Newman

Guests: Jenny Hall, SDPD; Omar Passons, Candidate -Board of Supervisors; Chloe Madison, Councilmember Ward's office; Steve Kader, Adams Avenue Street Fair; Norma Stafford, Normal Heights Urban Arts Committee; Mike Palmer, Normal Heights United Methodist Church; Pat Phelan, Edward Jones.

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

B. Introductions

C. Additions/Deletions to Agenda: BID Council update

D. Guest Speakers

1. Chloe Madison, Councilmember Ward's office: The equal pay ordinance passed anonymously. She will be out of office for three weeks; contact Tyler Renner in her absence at trenner@sandiego.gov. The Councilmember will have a Street Fair booth.
2. Jenny Hall, SDPD: National Night Out is tonight at various locations. They are looking for the suspects for the Carrillo's break-in. The marijuana dispensary at 3466 Adams Avenue was shut down and reopened. There was an employee/customer dispute at the Metro PCS store at 3458 Adams Ave. If any activity regarding the homeless population seems criminal, call SDPD.
3. Scott Kessler- The BID Council no longer has the corporate entity. A change to the BID Foundation is that if you pay \$500 in dues you are a member but need to be elected to the Board. If you aren't a member of the BID Foundation you can't access the special equipment anymore. The equipment is being transferred from the BID Council to the BID Foundation. The finance committee will discuss further.
3. Omar Passons- County Supervisor Candidate District 4 – he hopes to bring down homelessness and crime and improve life for children and seniors.

E. Action Items

1. **Approval of June Financial Reports M/S/P** Generoli/ Roberts/ 8 members present, 8 yes.
2. **Approval of July Minutes M/S/P** Roberts/ Generoli 8 members present, 8 yes.
3. **Uncashed checks policy** - some Street Fair vendors and musicians don't cash their checks from AABA, so Doug created a brief policy as recommended by the auditor, to which the Board made a few wording changes. "Payees of checks greater than \$100 and outstanding greater than six months will be contacted to update status and will be voided and reissued as needed. In the final two months of the fiscal year, the status of all outstanding checks in excess of \$100 will be reviewed and resolved." Hanford/Badrak 8 members present, 8 yes.

F. Discussion Items

1. Street Fair music update by Steve Kader – We chose a good weekend different from the Miramar Air Show. It's competitive holding events these days with more events in existence. We have 80 bands on 6 stages, including 10 diverse headliners. We won't have a stage at Adams Avenue Park this year also due to construction.
2. Adams Avenue Park – Mike Palmer from Normal Heights United Methodist Church gave a presentation proposing fencing around the park for children's safety, adding natural playground features. Costs are uncertain and there would be a need to bring various groups together to make this work. AABA supports the concept.

3. Community Center transfer to AABA – Lois Miller is retiring and AABA will do more of the maintenance and cost side of handling the rental hall. Paige currently spends about an hour a day on the rental. We'll bring a proposal to vote on next month.

G. Staff Report: The sponsorship consultant turned in a list of 50 corporations she sent the Street Fair platform. We are negotiating with 5 places. There is more funding likely for next year's Street Fair. Regarding the WIFI proposal with West Coast WIFI, we are creating a questionnaire for constituents. We had 150 vendors sign up for the Street Fair and are \$20,000 ahead of last year's vendor sales, similar to what we did in 2015 at this time of year. We'll be printing and distributing posters soon, ahead of schedule. We are in charge of maintenance of 406 trees along the avenue. We'll get a report on each tree and how to maintain from West Coast Arborists.

H. Committee Reports

1. **Promotions Committee:** Shayna reported that the Taste of Adams was very successful and there were some ideas such as splitting up the event and providing VIP tickets, and that we discussed the Street Fair.
2. **Business Planning & Development:** In Alison's absence Scott reported an individual whose family owns properties in the area came to the meeting wanting to help us create a policy for new development so new projects have historic preservation, which is already in the community plans. We will make a cheat sheet for developers. We also discussed WIFI.
3. **Finance Committee:** Doug reported that our finances are in really good shape, vendor sales came in and typically momentum lasts. We may have more expenses though, like buying equipment, fees for the sponsorship consultant, purchasing banners, the post Street Fair survey to assess the economic development of the event, tree maintenance costs increasing, and the probable shortfall from the City grant money.
4. **Executive Report:** Mikey reported that everything was already mentioned except we decided to count Facebook posts as advertising when reimbursing Art around Adams. Also staff is assessing a possible BID/MAD fee adjustment as an increase in our revenue.
5. **New business announcements by Peggy Rose Levin:** The former spot of Moncai Vegan is under construction. Edward Jones is having monthly coffee discussions the first Saturday of each month starting in September. Dink's moved next door to a bigger space.
6. **Announcements/Public Comment:** The Normal Heights Urban Arts Committee is having a mural painted on the Masonic Center. OLP banners will be up until Nov. 4
7. **Adjournment at 9:50 a.m. M/S/P** Roberts/ McPheeters 8 members present, 8 yes

Next meeting: Sept. 5 at 8 am

Respectfully submitted
Paige Newman