



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
Aug. 2, 2016 8:00am**

Members Present:, Mikey Knab, Dave McPheeters, Alison Flynn, Lois Bach, Doug Generoli, Ryan Altman, Peggy Rose Levin, Ed Badrak, Phil Linssen, Shayna Roberts

Excused:

Absent: Pam Sisneros, Tony Carrillo, Russ Vuich, Michael Rammelsberg

Staff: Scott Kessler, Paige Newman

Guests: Jenny Hall, SDPD; Steven Florman, Florman Architects; Gary Weber, Mid-City CPD; Eric Young, Mayor's office; Elizabeth Studebaker, City of San Diego; Johnny Schmidt; Katie Howard, Little Dame; Greg Gohde, Classic Bows

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

B. Introductions:

C. Additions/Deletions to Agenda:

D. Guest Speakers

1. **San Diego Police Department:** Jenny Hall mentioned National Night out events that evening in City Heights and Talmadge. Aug, 8 is a celebration of life for Officer Henwood and she shared about the recent incidents with one officer recently killed and one wounded. Scott mentioned the larger migration of homeless to our area around 30th and Felton and the costs to the maintenance district due to power washing.

2. **Business Improvement District Council:** Scott reported the BID Council met in our hall last week and there was a motion to combine the BID Foundation (a c3) with the BID Council (a c6); the motion didn't pass. Warren Simon had a serious operation.

3. **Ralph Dimarucut, Marty Block's office, 39th Senate District:** announced a bill they had signed regarding types of accreditations needed for law school. They are in office until December if we need anything.

4. **Eric Young II, District 9 rep for Mayor's office:** Eric introduced himself as the new District 9 rep who will work closely with Jonathan Herrera and Darnisha Hunter on homeless issues and SANDAG. Scott mentioned homelessness as the biggest issue we need help with. Eric said some nonprofits want to do more outreach on the matter. The Mayor will attend as many national night outs as he can.

E. New Business Announcements – Peggy Rose Levin: Stehly Farms serving breakfast now. Kensington Pet Store moved next to Kensington Video. Village Vino changed ownership. Grandma's Doggie Day Care is now a house on the avenue in the back. Peevey Jewelers and Casa Adams closed. New businesses: appliance store next to Dimille's, the Pilates Spot, Black Market Bakery opens within a week, Beerfish with happy hour; Sly King Fitness has new ownership; Cucina Sorella is a new Italian place; Konrad and King is product design. Little Dame is an art studio and the owner is here today. Clem's Bottle House serves great sandwiches. Four marijuana stores, some with prescriptions, and paraphernalia for sale next to Sabuku. Tajima opening within a few months next to Et Voila. There's a new business next to Café 21. If any info arises during the month, email peggyrose.levin@gmail.com.

F. Action Items

1. **Approval of July, 2016 Minutes M/S/P** Bach/Roberts 10 members present, 10 yes
2. **Approval of June, 2016 Financial Reports M/S/P** Roberts/Badrak 10 members present, 10 yes
3. Trip and Fall sidewalk repair- it's a \$15,000 expenditure. We surveyed 196 trip and falls on Adams Ave and asked Ron Roberts and Todd Gloria for funding to grind the problem areas. Original estimate was \$20,000. AABA spent \$5000 to fix the 30 worst areas. Someone fell at the Street Fair a few

years ago and had to go in an ambulance. Adams is a lot better than the residential areas. Scott proposes we spend AABA money. Linssen/Flynn motioned to ask the community parking district for money. 10 members present, 10 yes

G. Discussion Items

1. Oct. 30 CicloSDias Adams Ave. segment endorsement. The group is still working on the budget. The permit has been turned in, and it looks like City will grant it. It was agreed on to dead end the event at Adams and 30th and close from Ohio to 30th, from 30th to Kansas and from Adams to Suncrest. We will have a hub at 30th and Adams. McPheeters/Linssen motioned to spend \$2000 to promote the event and AABA to be named additional insured. 10 members present, 10 yes

H. Committee Reports

- 1. Executive Report:** Mikey reported lower vendor proceeds for the Street Fair compared to last year and about the portable classrooms outside the Adams Park stage. We received a \$5000 County enhancement grant. Rock N' Roll marathon will have earlier and better communication next year. We discussed a woman's themed event at 30th and Adams. BID Council meeting was held here. Working on collective hauling. In our email announcements we mentioned minimum wage increases. Researching electric vehicles is taking longer due to events coming and staff transition. Valet parking – 9 spots currently; it will be feasible once we have about 16 spots.
- 2. Promotions Committee:** Shayna was absent so Lois reported the street fair press release coming out soon; the new website partnership with DOSD.com who handles large events; CicloSDias and the women's event; Taste financials and social media and web statistics. Scott mentioned we may get more money for police; we are getting more MAD money, and Liz Studebaker promised \$5,000 for police costs at CicloSDias. Katie, the owner of Little Dame, introduced herself and gave an update on the women's event which will involve female entrepreneurs and artists and probably be in the Polite Provisions parking lot.
- 3. Business Planning & Development:** Alison reported on valet parking and trees. The electric shuttle is on hold during staff transition and street fair planning. She suggested idea of a shuttle during Street Fair. Scott said we don't have capacity to provide enough shuttles and people would be waiting too long in line. Shayna suggested we do more promotion of buses and alternative transportation during the event on our social media. We can also let people know to look out for their dogs in the heat.
- 4. Finance Committee:** Doug reported this was the most profitable Taste we have had. Otherwise we are in good shape but need to be careful due to some expenditures.

I. Staff Report: Scott reported on electric vehicles. Initial research priced about 12 companies between \$8,000 and \$30,000 and we'll look at leasing options. Valet parking @ 30th – we are waiting for agreements from property owners. We have 7 spaces so far. Clear Channel tree damage – we met with our attorney with El Cajon Boulevard Business Improvement Association who can't join us because the maintenance district there is handled by the City. Attorneys are looking into whether we have standing to sue Clear Channel. MAD policy update/AABA bylaws – ordinance has gone to Council and policy will go to Council in September. MAD property owners would have to run for the Board and we may need to change our bylaws. We received a \$5,000 County grant from Supervisor Ron Roberts. We may eliminate the park stage due to school portables that were built for three years in our usual loading/parking area.

J. New Business: Liz gave her report from the City. It's been a busy summer with a lot of staff transition. With Alicia Martinez-Higgs moving to a different department they will bring in someone involved in programs and program development. She would like to do a business walk in the Adams Ave. area maybe in the Spring.

K. Announcements/Public Comment: Johnny Schmidt introduced himself as a Normal Heights resident of 15 years who wants to do creative consulting and get familiar with the groups in the area.

L. Adjournment at 9:38 a.m. M/S/P Linssen/Bach 10 members present, 10 yes

Respectfully submitted
Paige Newman