



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
Sept. 5, 2017 8:00am**

**Members Present:** Dave McPheeters, Doug Generoli, Shayna Roberts, Ed Badrak, Guy Hanford, Alison Flynn, Michael Rammelsberg, Tony Carrillo, Phil Linssen

**Excused:** Mikey Knab, Russ Vuich, Ryan Altman, Peggy Rose Levin

**Absent:**

**Staff:** Scott Kessler, Paige Newman

**Guests:** Jenny Hall, SDPD; Chloe Triplett, Councilmember Ward's office; Steve Kader, Adams Avenue Street Fair; Norma Stafford, Normal Heights Urban Arts Committee; Matt Yagyagan, Councilmember Gomez' office; Myrna Zambrano, Senator Atkins' office; Zach Bunshaft, Susan Davis' office; Javier Gomez, Todd Gloria's office; Adam Deutsch, resident.

**A. Call to order:** 8:07 a.m. by Vice President Dave McPheeters

**B. Introductions**

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

**D. Guest Speakers**

1. Jenny Hall, SDPD: Traffic division is going out today on pedestrian safety enforcement to certain areas of the city. The Carrillo's Auto break in suspect was arrested. Soda and Swine had a break in on Labor Day in which the cash register was destroyed. Homeless are camping out at St. Didacus.

2. Chloe Triplett (formerly Madison), Councilmember Ward's office: They were in recess during August. The next Committee on Homeless meeting is Sept. 13 at 9 am at the Council office. They are working on rules to finalize adult marijuana use. A confederate flag was taken out of Horton Plaza. The Councilmember will have community coffee Sept. 14 from 5-7:30 pm at the University Heights in LeStat's.

3. Matt Yagyagan, Councilmember Gomez' office - The Kensington Talmadge Planning Group requested an audible pedestrian signal at Adams and Marlborough to be installed by end of year. Residents requested additional signage at that intersection. The City will start construction in next two weeks on an enhanced sidewalk at Kensington and Adams. The planning group requested holiday tree lights at Kensington Park. Coming to Council the next few months: marijuana regulations, short-term vacation rentals and the border wall resolution.

4. Zach Bunshaft, Susan Davis' office - He took Lee Steur's place. They have been in recess the last month and are gearing up for a busy month with Hurricane Harvey relief, the debt ceiling, and the budget. They are trying to keep government funded and people working while resisting the border wall.

5. Myrna Zambrano, Senator Atkins' office - she's standing in for Jason Weisz. Senate Bill SB2 is creating a permanent source of money for affordable housing. Homelessness is also a priority.

6. Javier Gomez, Assemblymember Gloria - Todd's first bill was signed by the governor, AB 187, The Public Rights-to-Know-Act, which increases transparency in local elections by helping voters understand who is supporting or opposing ballot measures or referendums at a local level. Four of our bills made it out of the appropriations committee:

AB 607: Disaster Assistance closes a loophole that causes low-income Californians to lose public assistance benefits due to displacement by natural disaster.

AB 1151: Vaquita Protection Act takes steps in California to help this very endangered porpoise.

AB 1193: Affordable Housing Finance ensures affordable housing properties built using low income housing tax credits have a predictable level of property tax, giving these properties a greater ability to plan for future maintenance, capital repairs, and other loan requirements.

If anyone needs help or is having any issues with a state agency please contact 619-645-3090 or email [Javier.Gomez2@asm.ca.gov](mailto:Javier.Gomez2@asm.ca.gov).

## **E. Action Items**

- 1. Approval of July Financial Reports M/S/P** Generoli/ Roberts/ 9 members present, 9 yes.
- 2. Approval of August Minutes M/S/P** Roberts/ Rammelsberg 9 members present, 9 yes.
- 3. WIFI results** – We emailed survey results to the Board regarding the proposed partnership with West Coast WIFI. The response was a little over 50% in support. A motion was made to start setting up appointments with interested business owners after the Street Fair. Badrak/Generoli 9 members present, 9 yes.
- 4. Cancel September committee meetings due to Street Fair staff time-** Flynn/Badrak 9 members present, 9 yes

## **F. Discussion Items - n/a**

**G. Staff Report:** Scott shared a free UT spread highlighting all the restaurants at 30<sup>th</sup> and Adams. The power washer and gum removal are being handled today. With the big homelessness issue, more maintenance is required, expenses are going up and there is more petty crime. The sponsorship consultant got our first deal with Sam Adams as a stage sponsor paying \$7500 and bringing 24 kegs of beer. We also have \$1500 coming from CBS/Yugioh. Street Fair vendor booth sales are \$20,000 ahead of last year and we will probably sell out booths. Lois is having the AABA take on more of the maintenance of the rental hall which is going well.

## **H. Committee Reports**

- 1. Promotions Committee:** Shayna reported she missed the meeting but we discussed Street Fair.
- 2. Business Planning & Development:** Alison reported the trees the AABA manages were surveyed with recommended maintenance for each tree. An architect came to our last two meetings proposing guidelines on design and development of the business corridor. We'll have holiday banners and then new banners AABA designs with possible sponsorship tags. The valet parking project at 30<sup>th</sup> and Adams and Felton and Adams has had some delays but is proceeding in hopes of being open for SD Restaurant Week.
- 3. Finance Committee:** Doug reported that Street Fair vendor booth sales are \$20,000 ahead of last year but cash is only \$7000 ahead of last year. We are in good shape but have expenses like the Street Fair survey, new banners, and the sponsorship consultant.
- 4. Executive Report:** Dave reported that Executive Committee business has been mentioned in the other committee reports. The Off the Grid proposal for the weekly market at the Masonic Center is being delayed again and they are not opening in September as last planned.
- 5. New business announcements by Peggy Rose Levin:** n/a
- 6. Announcements/Public Comment:** n/a
- 7. Adjournment at 9:10 a.m. M/S/P** Flynn/Generoli 9 members present, 9 yes

**Next meeting: October 3 at 8 am**

Respectfully submitted  
Paige Newman