



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
Nov. 1, 2016 8:00am**

**Members Present:**, Mikey Knab, Dave McPheeters, Alison Flynn, Peggy Rose Levin, Ed Badrak, Shayna Roberts, Michael Rammelsberg

**Excused:** Pam Sisneros, Ryan Altman, Russ Vuich, Tony Carrillo, Phil Linssen

**Absent:**

**Staff:** Scott Kessler, Paige Newman

**Guests:** Jenny Hall, SDPD; Steve Florman, Florman Architects; Greg Gohde, Classic Bows Violin Shop

**A. Call to order:** 8:08 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 reported Lieutenant Jeff Jordon was promoted to another area of San Diego. Ben Kelso will be the new lieutenant for our area and there are a few new sergeants.

There was a discussion on homeless in the nearby park and streets.

**E. New Business Announcements** – Peggy Rose Levin: Andre Rushing Art Studio closed. The dogcare next door is using that facility. Tajima is the new ramen house on 30<sup>th</sup> and Adams Ave. opening this week. Rove: the Adventure is opening with outdoor travel gear where Lisa Davis' upholstery store was is opening this month. Buddies and Babes is not just pet supply; they also have toddler/children services. Mona Lizzy's is having an event with artisans in the store during Spirit Stroll Nov. 26. Java Joe's is relocating to Old Town. If any info arises during the month, please email [peggyrose.levin@gmail.com](mailto:peggyrose.levin@gmail.com).

**F. Action Items**

- 1. Approval of Sept, 2016 Financial Reports M/S/P** Roberts/Generoli 9 members present, 9 yes
- 2. Approval of Oct., 2016 Minutes M/S/P** Roberts/ Rammelsberg 9 members present, 9 yes
- 3. Appoint nominations committee** to query the board to make sure they want to run again and solicit nominations from others to fill our one board vacancy. Those running are Lois, Shayna, Alison, Ed, Peggy, Ryan and Tony. Those serving out their second year term this year are: Mikey, Michael, Pam (her brother may run as she can't make the meetings), Russ, Phil, Doug, and Dave. The committee must be made up of those not running this year. The committee will be Mikey, Doug and Michael.

**G. Discussion Items**

1. We received a \$15,000 grant from Supervisor Roberts' office for grinding trip and falls and met with the contractor who will start the work on 170 trip and falls along Adams Ave. from Vons to Hamilton next week. There are \$20,000 in repairs to be done. Scott proposes we spend \$7,000 on top of the \$15,000. We will be publicizing the work when it finishes. Staff will contact property owners on side streets to identify and remedy the issues. Street Fair vendor revenue went down about \$20,000. Overall revenue declined by \$28,000 and we cut \$16,000 in expenses, resulting in a decreased net compared to the last few years of approximately \$10,000.

2. Nov. 16 (*date changed*) afternoon mixer at 5:30-7:30 pm at Ould Sod in new back patio. Michael will look into catering. Peggy will distribute fliers.

3. Jan. 31 annual morning meeting will be at Ponce's Mexican Restaurant. We could do a future mixer at Konrad and King with catering by Stehly Farms.

4. Off the Grid, a company from the Bay Area, is proposing a weekly food truck market event at the Masonic Lodge starting the first quarter of next year or later. We are having a meeting during the Promotions Committee meeting Nov. 10 to discuss the project with Off the Grid representatives and community/business members that would be most impacted.

5. This year's CicloSDias was considered the best of the event's four year run. People enjoyed our music stage at 30<sup>th</sup> and Adams Ave. AABA spent about \$3400.

6. The women's event run by the owners of Little Dame and Maven is still under discussion.

#### **H. Committee Reports**

1. **Executive Report:** Mikey reported that we discussed financials for Sept. and Street Fair, CicloSDias, Spirit Stroll and adding in Mona Lizzy's to the event footprint, the annual meeting, the trip and fall grant, and the board nominations committee.
  2. **Promotions Committee:** Shayna reported that we discussed social media traffic constantly growing, CicloSDias, Spirit Stroll, the business mixer, the annual meeting, that we will have the Feb. 7 board meeting following the Jan. 31 annual breakfast meeting.
  3. **Business Planning & Development:** Alison reported some of the restaurants at Adams and 30<sup>th</sup> are running into issues getting the valet parking project going; it is uncertain whether it will get off the ground. There will be a half-trim of palms along the avenue as well as pear trees in Kensington. As for the rumor about the school district buying the annex property from the church, the church is not interested in selling. The North Park community plan passed at City Council.
  4. **Finance Committee:** Doug reported we looked at the September financials. After cutting expenses, we made \$10,000 less on the Street fair, and we made \$20,000 less on vendors since we had fewer big-ticket traveling vendors this year. Overall cash and receivables are \$27,000 less because of street fair revenues decreasing, increased Street Fair ads, and the cost of training Paige while paying Kat simultaneously and giving Kat a bonus when leaving.
- I. Staff Report:** Scott reported the office has organized more special events this year with the addition of CicloSDias, and the second annual Spirit Stroll. Spirit Stroll will have 14 stops instead of 12. We will continue planning Holiday on Adams Ave. – we ordered the snow and banners will be in before Thanksgiving. We also underwrite the cost of a neighborhood trolley for the Normal Heights Community Association's tour of holiday lighting. New business starts in the area are reflecting Adams Avenue's dominance in the neighborhood retail market.
- J. New Business:** Peggy asked about why there was no vote on the annual meeting location; Mikey stated the decision usually comes from Promotions committee rather than needing a vote. There are a lot of trucks and activity at 40<sup>th</sup> by the dog park- Caltrans is storing stuff there and up and down the corridor and it may be that way for a year.
- K. Announcements/Public Comment:** Scott reminded people to come to the Nov. 10 Promotions/Business Development Committee for a special meeting with the Bay area company "Off the Grid" regarding the proposal to establish a weekly market at the Masonic Lodge parking lot
- L. Adjournment at 9:55 a.m. M/S/P** Roberts/McPheeters 9 members present, 9 yes

**Next meeting: Dec. 6 at 8 am**

Respectfully submitted  
Paige Newman