



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
June 7, 2016 8:00am**

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

**Excused:** Pam Sisneros, Tony Carrillo

**Absent:** n/a

**Staff:** Scott Kessler, Kat Carney, Paige Newman

**Guests:** Jenny Hall, SDPD; Steven Florman, Florman Architects; Gary Weber, City of SD parking; Ralph Dimarucut, 39th Senate District (Marty Block); Elizabeth Studebaker; Lee Steuer, 53rd Congressional District, Susan Davis; Jason Weisz, 78th Assembly District (Toni Atkins)

1. **Call to order:** 8:05 a.m. Call to order by President, Mikey Knab.
2. **Introductions:** Paige Newman was introduced as the new Office Manager, replacing Kat Carney
3. **Additions/Deletions to Agenda:** Doug Generoli asked for a discussion about Rock and Roll Marathon. Lois Bach asked for a discussion about Art around Adams.
4. **Guest Speakers**
  - a. **San Diego Police Department:** Jenny Hall reported the arrest of the two robbery suspects that have been at large for several weeks. From May 9 to May 27 there were 8 pedestrian robberies in the Normal Heights, University Heights, and North Park areas. A car was reported with 4 males inside. Stolen property was found in the vehicle. Two of them were let go, but the other two were arrested. Great work by all of the SDPD detectives.
  - b. **53<sup>rd</sup> Congressional District, CA:** Lee Steuer reported that Susan Davis is on the committee for summer for nutrition for lower income families.
  - c. **39th Senate District:** Ralph Dimarucut reported that he is now the field representative for Marty Block.
  - d. **78th Assembly District:** Jason Weisz reported that Stand Down for sock collection is still going on until June 16th. Friday was the last day for bills. Budget deadline is June 15th.
  - e. **Business Improvement District Council:** Scott Kessler reported that the new president of the BID council is Jim Schneider.
  - f. **City of San Diego:** Liz Studebaker spoke about trees and Clear Channel billboards. 7 trees on Adams were destroyed. Liz's advice was that if you ever see anyone trimming trees, take photos, talk to them, and get names because it is difficult for the city to do anything without that information. She also reported that MAD budgets are going to City Council either June 21 or 2
- g. **5.Action Items**
  - a. **Approval of June, 2016 Minutes M/S/P** Bach/Roberts 12 members present, 12 yes
  - b. **Approval of May, 2016 Financial Reports M/S/P** Linssen/Generoli 12 members present, 12 yes
6. **Discussion Items**
  - a. **Rock and Roll Marathon:** Doug Generoli reported that because of the marathon his customers could not access the car wash until afternoon so he lost 5 hours of revenue. A few other board members and residents also had problems with the street barriers during the morning of the event. A letter will be sent to the organizers of the Rock and Roll Marathon.
  - b. **Art around Adams:** Music started at noon with back-to-back bands on at least some of the stages. Some bands didn't show up to some stages. Lois mentioned that the band members used much of parking spaces on Adams which was difficult for businesses on a busy Saturday. Doug said that Adam Rosen provided the needed insurance for his car wash and Adam also hired a clean-up company for after the event. Peggy Rose reported a busy atmosphere at the realty office. Mikey and Michael thought that the event has gotten better over the years. Alison brought up the headline of "Adams Avenue News" saying that it was the "anti-Street Fair" and a suggestion was to use more positive references in the future.
7. **Committee Reports**

- a. **Executive Report:** Mikey Knab reported that topics of discussion were the tree trimming, Unplugged: profit of \$8000 this year as opposed to \$6000 from the previous year (we lower our costs on the event this year). We also talked about dropping Sunday from the event since we don't have vendors for this event like Street Fair. It was pretty much the only reason to carry the event for 2 days. It would also help in showing the public a difference between our two musical events which have sometimes been confused by the public over the years. This year's Taste of Adams is highly anticipated with 9 new restaurants participating. The cost remains the same as last year, even though we have many more restaurants involved. We hired Paige as the new Office Manager. We talked about getting a credit card for staff to eliminate them from having to cover business expenses that are now reimbursed by the association.
  - b. **Staff Report:** Scott Kessler reported about Pot Shops on the avenue. Some neighboring businesses are very upset about the goings-on at these places. It takes about a year for the city to deal with complaints against these sort of businesses. He said the rest of his report has already been covered by others during this meeting. Valet parking: We have parking district funds that will cover valet parking. We have a request by two restaurant owners near 30th St. for this service. Meetings are ongoing. Scott would like permission for a 2-3 month valet program at 30th St. 8-9 hours a week. Splitting the cost between AABA and the restaurants so it will cost each of us \$65 a week. Casual vote included 10 yes and 2 no.
  - c. **Promotions Committee:** Dave McPheeters reported that the committee discussed the May mixer and the Taste of Adams. Mural dedication was also discussed.
  - d. **Business Planning & Development:** Alison Flynn reported that these topics were discussed: tree trimming, parking space markings, North Park plan updates (zoning of mid-city), SANDAG is talking about bike lanes on Meade to streamline bicycles.
  - e. **Finance Committee:** Phil Linssen filled in during Doug's absence. He reported that the committee discussed the financials, Unplugged financials, Taste of Adams budget, and annual audit, and approved it for the signing.
  - f. **8.New Business:** Support to Mariposa, Stage to be dedicated to Dick van Ransom
- 8. Announcements/Public Comment: n/a**
- 9. Adjournment at 10:00 a.m. M/S/P** Linssen/Bach 12 members present, 12 yes

Respectfully submitted  
Lois Bach, Secretary