



Board of Directors Minutes for Tuesday, November 3, 2015
8:00am meeting in the Normal Heights Community Center, 4649 Hawley Boulevard

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

Members Excused: Pam Sisneros, Russ Vuich

Staff: Scott Kessler, Kat Carney

Guests: Adriana Martinez, City Council District 3; Steven Florman; Keiliki Rodriguez, Home Start Thrift Boutique; Greg Gohde, Classic Bows; Daniel Hazard, Susan Davis' Office; Haro Miramontes, SDSU; Dennis Stein, The UPS Store; Jenny Hall SDPD; Toni Duran, Speaker Atkins; Donna Yang, SDSU; Claudia Ginez, SDSU; Karen Sanchez, SDSU

A. Call to order: by President, Mikey Knab

B. Introductions

C. Additions/Deletions to Agenda: n/a

D. Guest Speakers:

San Diego Police Department: Officer Jenny Hall reported that the "smash and grab" robberies robbers have been caught and are in custody.

Council District 3: Adriana Martinez reported that the newsletter that she handed out gives the information on how to oppose a water rate increase. Last week the Adams Rec council approved the Ward Canyon plans for the dog park.

Congresswoman Susan Davis: Daniel Hazard reported that the Congress passed a two-year budget deal that will provide relief from budget cuts, and will protect seniors from Medicare premium increases and prevents cuts in disability benefits. The Congress is on board for a long term transportation bill that can have some significant impact on San Diego. Susan and staff are holding two events this month: on November 10th the congresswoman is holding a College Affordability Forum at Grossmont College and on November 12th at SDSU there will be a presentation called "El Nino: What does it mean for us?".

Ryan Altman mentioned that Representative Judy Chu introduced Bill HR-3849, "Acupuncture for Seniors and Heroes" Act this week. It is to provide for acupuncture services to all veterans. He asked that Susan Davis be a co-sponsor for the bill.

78th Assembly District: Toni Duran reported that the Speaker has been in San Diego and has been very busy, including attending the AABA Street Fair. A bill was signed by the Governor on climate action. The spotlight was put on California and in December there will be a Climate Change conference in Paris where usually countries are invited but this year the state of California was invited so the governor, the protem, and the speaker will be attending too. Covered California now has open enrollment beginning November 1st. It will take effect on January 1st.

BID Council: Scott Kessler reported that there are budget changes going on in the city in regards to SBEP and OSB. Liz Studebaker will be in charge of OSB. There is a proposal for a change to the Store Front Improvement Program for businesses that have between 12 and 25 or 50 employees. Up until now it has been a program for businesses with 12 or fewer employees. Other topics of

funds is a \$250,000 loan pull through SBEP, OSB reorganization, and SIP revisions. A motion was made for staff to draft a letter to the city of our opposition to this proposal. M/S/P Badrak/McPheeters: 12 members present, 12 members yes.

1. Approve October 2015 BOD minutes: M/S/P Bach/Roberts 12 members present, 11 yes, 1 abstain

2. Approve September 2015 financials: M/S/P Roberts/Generoli 12 members present, 11 yes, 1 abstain

F. Discussion Items

AABA Bylaw change in relation to new MAD ordinance: Scott reported that the MAD ordinance and council policy are being rewritten. Scott thinks that it is good and will benefit all of the self-managed MADs. The city needs for the property owners who pay into the MAD but are not businesses to have the opportunity to be members of our organization. We have to change our By-Laws to reflect this. There were concerns about limiting property owners to be a part of the board. We will discuss this issue at the Executive level and in committees as we still have time to do so.

North Park Plan Update: We voted at the last meeting to send a letter of the changes coming from the board and staff. We still haven't sent that letter because there have been some changes that need to be discussed. We have until December 5th to send our letter.

G. Committee Reports

Executive Committee: Alison Flynn reported that the committee discussed the holiday events, set the board agenda and talked about the financials.

Promotions Committee: Shayna Roberts reported that the committee discussed the community discount card that will be on sale for \$20 and businesses that are members of the AABA will be able to offer discounts throughout the year to those who purchase the card. It will be a fundraising opportunity for the AABA. We anticipate that most of the cards will sell between January and April of 2016. The Spirit Stroll: 12 retail spaces will have guest bartenders within their stores. The tickets will cost \$18 and will take place on Saturday, November 28th from 2pm until 5pm. It will be a one mile walkable event. Our new website is looking really nice. We set a date for our next mixer: November 10th at Home Start Thrift Boutique from 5:30pm to 7:30pm.

Business Planning and Development: Alison Flynn reported that the utility boxes are getting repainted. There was more discussion on the 805 bridge project. MAD was discussed: palm trees will be trimmed probably next week, sidewalks have been power-washed, and a few tree grates still need to be replaced.

Finance Committee: Doug Generoli reported that the committee went over the financial statements and the Street Fair numbers. He gave staff the task of how to spend \$20,000 to grow the bottom line and he wants the board to come up with ideas like buying equipment or the money could be for a different program: board members need to do some brainstorming.

H. Staff Report: Scott Kessler reported that our final net for the Street Fair was about \$92,500. The Spirit Stroll budget has been adjusted a bit for alcohol purchases. If we sell 400 tickets this year our two holiday events should be a break-even financially. The second part of the holiday celebrations on Adams Ave. takes place in the Kensington Park with snow, Santa, and the Fern Street Circus on Sunday, December 13 from 12 noon until 4pm. The holiday banners and wrap of the light poles will be in place in time for the Small Business Saturday.

New Business: Shayna Roberts announced that House of Imago is opening a second location in North Pacific Beach.

J. Announcements/Public Comment: Four SDSU students attended our meeting to observe how small business board meetings are run and how they interact between community and government agencies. Dennis Stein of the UPS Store in Kensington mentioned his business.

K. Adjournment: M/S/P Linssen/Bach 12 members present, 12 yes

Respectfully submitted
Lois Bach, Secretary