



Board of Directors Minutes for Tuesday, December 1, 2015
8:00am meeting in the Normal Heights Community Center, 4649 Hawley Boulevard

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

Members Excused: Pam Sisneros, Lois Bach

Staff: Scott Kessler, Kat Carney

Guests: Steven Florman; Keiliki Rodriguez, Home Start Thrift Boutique; Daniel Hazard, Susan Davis' Office Jenny Hall SDPD; Toni Duran, Speaker Atkins; Gary Weber Mid-City Parking District; Denis Stein, UPS Store, Liz Studebaker

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 she got the email about a stop sign that might be causing accidents and said she will look in to it. Scott said there is a huge stop ahead sign in front of it. The holidays are here so be aware of packages delivered to your home. Shayna asked if the bike police are still patrolling.

Congresswoman Susan Davis: Daniel Hazard reported that the Congresswoman held an El Nino informational event. Passed a two-year budget deal that will act as the frame work. It will be Daniel's last meeting as he is moving on from his position with the Congresswoman. He has worked for her for 10 years.

78th Assembly District: Toni Duran reported that the Speaker was in Paris for the Climate Change Conference. The annual gift raiser was on Dec. 16th at their office in the state building. The charity benefits Becky's House for survivors of domestic violence. It is also Toni Duran's last day coming to the meeting although she will still be with the 78th Assembly District. Jason White will take her place.

BID Council: Scott Kessler reported that they met with Ramiro to tidy up special events. The city has been fined for storm water, so that has been passed on to special events. There is now new protocol with the BIDC special events crew.

Neighborhood Investment Manager Report, Liz Studebaker: Four changes are coming to the Store Front Improvement Program. 1) The maximum number of employees a business can have, and still qualify for funding, has increased from 12 to 25. 2) There are some businesses that are not eligible now. Those are: national chain stores and banks. Anyone without an active business tax license. 3) They have eliminated the public art incentive. 4) There is a new incentive for permit assistance. They can get half of the cost up to \$5000 to hire an architect to design the plans.

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

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

3. Change Annual Meeting bylaw language: The motion was to change the bylaw language to allow the Annual Meeting to take place the first 90 days in the calendar year, and to eliminate the last sentence in the paragraph, beginning with “The majority of members.” The new language is to read; “Annual meetings of the members of this corporation shall be held within the first 90 days of the calendar year at San Diego, California, as may be designated by the Board in a notice of such meeting given at least thirty:(30) days prior to such meeting.” **M/S/P Linssen/Generoli** 12 members present, 12 yes

F. Discussion Items

Spirit Stroll warp up: It was a new event, and we have tried a variety of holiday promotions that haven’t worked. This event did get a crowd to the Avenue that weekend, and the event sold out and made money. We can raise the price and maybe the number of tickets that we sell. Doug mentioned that he thinks the event created a lot of good will within the community and the businesses. Keiliki from HomeStart was part of the event, and was very happy with the event. Their sales and traffic increased.

G. Committee Reports

Executive Committee: Dave McPheeters reported that Lois and Alison were appointed to the nominations committee this year. There is a list of people up for re-election and those people are: Mikey Knab, Michael Rammelsberg, Pam Sisneros, Russ Vuich, Phil Linssen, Doug Generoli, and Dave McPheeters. Also discussed was the design work on the 805 bridge which is at a stale mate because of the funding. The community discount card is being nixed. The annual meeting is Feb. 9th at the Rabbit Hole.

Promotions Committee: Shayna Roberts reported that they discussed the Spirit Stroll, Community Card, and Annual Meeting. They also discussed Holiday on Adams.

Business Planning and Development: Alison Flynn reported that the committee discussed the North Park Plan update. The proposed Tire Depot expansion was also talked about. The plans were initially declined and after re-done sketches were sent, the NHPG was able to come to an agreement about the design. 120 trees have been trimmed, and gum removal is on-going. Only 6 acorn lamps were still out at the time. Christmas décor has gone up.

Finance Committee: Doug Generoli reported that the committee reviewed the financial statements, went over the Spirit Stroll budget. The meeting ended with a discussion on how to spend \$20,000 in order to grow the bottom line. Staff needs to come up with top 10 now.

H. Staff Report: No staff report

New Business: none

J. Announcements/Public Comment: Rosie O’Grady’s annual customer appreciation gathering to take place the next Tuesday.

K. Adjournment: **M/S/P Altman/Rammelsberg** 12 members present, 12 yes

Respectfully submitted
Kat Carney, Associate Director