

## Board of Directors Minutes for Tuesday, May 3<sup>rd</sup>, 2016

8:00am meeting in the Normal Heights Community Center, 4649 Hawley Boulevard

Mikey Knab, PRESIDENT mikey@poncesrestaurant.com
Dave McPheeters, VICE PRESIDENT dave.mcpheeters@gmail.com
Alison Flynn, 2nd VICE PRESIDENT affynn42@gmail.com
Lois Bach, SECRETARY L bach@sbcglobal.net
Doug Generoli, TREASURER dgeneroli@gmail.com
Ryan Altman ryan@althealnet.org
Tony Carrillo t.carrillo@aol.com

Peggy Rose Levin, peggyrose.levin@gmail.com
Ed Badrak, ebadrak@gmail.com
Phil Linssen, FirstMasso@aol.com
Michael Rammelsberg, rambetz@cox.net
Shayna Roberts, shaynaroberts@gmail.com
Pam Sisneros, sisfam@cox.net
Russ Vuich, rvuich@cox.net

Members Present: Mikey Knab, Doug Generoli, Dave McPheeters, Phil Linssen, Peggy Rose Levin, Alison Flynn, Ryan

Altman, Ed Badrak, Shayna Roberts, Tony Carrillo, Michael Rammelsberg

Members Excused: Russ Vuich, Pam Sisneros

Staff: Scott Kessler, Kat Carney

Guests: Gary Weber, Jenny Hall, Chris Ward, Adriana Martinez, Greg Goede, Jason Weisz

Call to order: by President, Mikey Knab

A. Introductions

- B. Additions/Deletions to Agenda:
- C. Guest Speakers: Jenny Hall updated people about her supervisor moving and answered questions. She let Shayna and other business owners know about the letter that allows police to come onto their property to remove vagrants.. Jason Weisz discussed Stand Down, which provides homeless veterans with clothing and other necessary items during pride week. Also, they are looking for housing for homeless vets as well. Chris Ward said hello and talked about his campaign for City Council.
- D. BID Council Report: Scott reported that he is not the Vice President, and no changes have been made.
- E. Action Items
  - 1. Approve April 2016 BOD minutes: M/S/P Rammelsberg/Flynn 11 members present, 10 yes, 1 abstain
  - 2. Approve February 2015 financials: M/S/P Roberts /Generoli 11 members present, 10 yes, 1 abstain
- 3. Move location of June Board meeting to AABA office due to hall being used as primary polling location: The Board decided to hold the meeting on the same day in the AABA office instead of the hall. M/S/P McPheeters/Generoli 11 members present, 7 yes, 1 no, 3 abstain
- 4. Approve AABA subsidy for two murals: The board approved both mural subsidies. There will be a mural reveal at the Car Wash in conjunction with Art Around Adams this year. M/S/P Generoli/Badrak 11 members present, 11 yes, 0 abstain

## F. Discussion Items

- 1. Short list for new AABA 20K venture: The board discussed the 3 major options that have come up over and over, which are: parklets, famers market, and a solar shuttle. The board voted on which they would most like to see a proposal for and decided that they were most interested in the solar shuttle. Staff will come back with a plan and proposal for a solar shuttle, along with polling local businesses to see if they might be interested in contributing in return for their customers using the shuttle.
- 2. Group trash contracting for BID: Doug brought up how difficult it was for the car wash to get out of their trash contract, but how much money they have saved in doing so. He thinks that other businesses on the Avenue could benefit and that if AABA members go in together they might get a better deal on their trash services. In addition, there will be fewer trash trucks driving through the alleys and streets every week, which means less wear and tear on our streets in the long run. Staff is to come back and see if it is something that can be done and what the plan would entail.
- 3. Adams Ave Unplugged feedback: Unplugged on Tap sold 250 which is only half of Spirit Stroll, and just enough to break even. It did result in larger crowds on Saturday. Businesses reported that the event was very good for them. More businesses want to be a part of the event, and we succeeded in getting customers into retail store fronts as well as bars and restaurants.

## G. Committee Reports

**Executive Committee:** Alison reported that they discussed Unplugged, March Financials, and that Unplugged financials were slightly better than last year, and they set the agenda for the Board Meeting. Doug added that they discussed that the parking on Hawley needed to be re-striped because after the City re-paved the road they made the parking spaces wider than they should have been.

**Promotions Committee:** Shayna Roberts reported that the promotions committee discussed the May mixer and the Taste of Adams Avenue. Ciclos Dios has been cancelled.

**Business Planning and Development:** Alison Flynn reported that we had discussed everything previously. They are also talking about a potential \$100,000 investment. Nothing is standing out the committee right now. They also discussed the trees that were chopped by Clear Channel

**Finance Committee:** Doug Generoli reported that the committee discussed the financials for March. They also discussed the Unplugged budget. They also identified corporate entities that could potentially sponsor our special events. **H. Staff Report:** No report

New Business: n/a

J. Announcements/Public Comment: n/a

K. Adjournment: M/S/P Linssen/Bach 10 members present, 10 yes

L. Closed Session

Respectfully submitted, Kat Carney, Associate Director