



Board of Directors Meeting Minutes for Tuesday, July 7, 2015
8:00am 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 aflynn42@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: Doug Generoli, Lois Bach, Dave McPheeters, Alison Flynn, Phil Linssen, Ryan Altman, Shayna Roberts, Michael Rammelsberg, Peggy Rose Levin, Mikey Knab, Russ Vuich

Members Excused: Tony Carrillo, Pam Sisneros, Ed Badrak

Staff: Scott Kessler, Kat Carney

Guests: Adriana Martinez, City Council District 3; Steve Kader, AABA Street Fair; Steven Florman; Daniel Hazard, Rep. Davis; Katelyn Hailey, Senator Marty Block; Keiliki Rodriguez, Home Start Thrift Boutique; Gary Weber

A. Call to order

B. Introductions

C. Additions/Deletions to Agenda

D. Guest Speakers

Council District 3: Adriana Martinez reported that the city council is on legislative recess this week and will be on legislative recess for most of the month of August. This month's newsletter addresses the crosswalk policy and parking meter money. She had an answer to Shayna's question last meeting about trash bins in bike lanes: there is no real solution at this point but it is being discussed within the city.

53rd Congressional District of California: Daniel Hazard reported that the house is working on the annual appropriations bill. A number of proposed bills with local focus have fallen short (scientific research and spending issues). Proposed bills: expand diabetes prevention and Medicare, and bill to end summer hunger for students. A Retirement workshop and grants workshop are on the agenda for the next month.

39th Senate District: Katelyn Hailey reported that Marty Block's proposed bills include an incentive to college students to graduate in 4 years. The costs involved will be covered by increasing tuition for out-of-state students. Also there is a bill proposed to create a database that will track military children through the education system. Summer recess begins at the end of the month.

BID Council: Scott Kessler reported that the last meeting dealt with the Briggs lawsuit. There will be an executive meeting today at 10am about the lawsuit. He will update the board more in the closed session at the end of this meeting. BID voted to pay \$5000 for advisory council regarding the suit. Phil Linssen asked for an update on the parking meter funds and how they might be used. City of San Diego wants a 5 year CPD budget. Discussion ensued regarding pros and cons about installing parking meters on Adams Avenue. Proposal to seek business communities input through a straw poll was discussed. Board asked that a presentation on parking meters and the City's parking district policy be sought at the next Board meeting. Adriana Martinez volunteered to help draft the presenter.

E. Action Items

1. Approve June 2015 BOD minutes: M/S/P Bach/McPheeters 10 members present, 9 yes, 1 abstain
2. Approve May 2015 financials: M/S/P Generoli/Linssen 10 members present, 10 yes

F. Discussion Items

Cory Briggs law suit: This item was moved to closed session at end of the meeting

G. Committee Reports

Executive Committee: Dave McPheeters reported that we reviewed Taste of Adams and set the agenda for today's meeting.

Promotions Committee: Shayna Roberts reported that her committee had a brief recap of Art Around Adams, an update on the Rock and Roll Marathon, discussed the Taste of Adams, the Holiday event, and talked more about a community discount card that it would be a good idea to help with the costs of Unplugged. Staff will work on the card before Street Fair so it can be available for the holiday Spirit Crawl. Update on Sponsorship: The individual that we had on retainer has not been able to secure sponsorships for our events so we renegotiated his retainer. Additional sponsorships are being solicited by the Belly Up. They will receive 28% of any sponsorship that they are able to secure.

Business Planning and Development: Alison Flynn reported that she's moving the next meeting a week earlier because she'll be out of town. The committee discussed the idea for painting the utility boxes on Adams Avenue. We've scaled back the plans for the 805 Bridge with a more realistic budget. Other concerns of the committee are light posts and trip-and-falls (we got one grant for \$6000 but not for the second grant). Power washing after Art around Adams cost \$500. Three new trees will be planted before Street Fair. A Solar Company to offer AABA members for a discount for service.

Finance Committee: Doug Generoli reported that the committee reviewed the financial statements and we are in good financial shape. We haven't had a lot of expenses lately and we are in cash flow season with money coming in for Street Fair. They talked about the Taste of Adams figures and the new sponsorship deal with the Belly Up. The committee is still looking for a budget on paper for the Spirit Crawl.

H. Staff Report: Scott Kessler shared a spread sheet with a three year comparison for Taste of Adams. We sold about 70 less tickets this year. There is more competition out there for Taste events these days. We sold more tickets in restaurants but less on-line. We had the same profit margin from two years ago. We gave away less comp tickets than in the past. Our taste event is the most profitable event for the staff time spent. Website update: the design is complete. Now we are just transferring information. We are building website traffic numbers for our events. Holiday event: We just purchased the red garland for the Holiday season. District 9 donated money to decorate Kensington. CPPS grant, EDTS, and county is being turned in as it is the end of the fiscal year. Lots of paperwork needed to close out the books. Street Fair: our vendor sales are about normal at this point. We have \$15,000 in sponsorship that we're managing in the office without outside sponsorship help. The budget is being prepared for the Spirit stroll.

I. New Business: none

J. Announcements/Public Comment: none

K. Adjournment (to closed session): **M/S/P** Linssen/Bach 11 members present, 11 yes

Closed Session: The board discussed the legal claim filed against the AABA by Cory Briggs. The board directed that the insurance company be notified for legal costs and coverage.

Respectfully submitted
Lois Bach, Secretary