



2015

Board of Directors Meeting Minutes for Tuesday, August 4,

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, Phil Linssen, Ryan Altman, Shayna Roberts, Michael Rammelsberg, Peggy Rose Levin, Mikey Knab, Russ Vuich, Tony Carrillo, Pam Sisneros, Ed Badrak

Members Excused: Alison Flynn

Staff: Scott Kessler, Kat Carney

Guests: Jenny Hall, SDPD; Adriana Martinez, City Council District 3; Steven Florman; Keiliki Rodriguez, Home Start Thrift Boutique; Gary Weber; Kat Fulton, Sound Health Music; Joe Jimenez, City of San Diego Community Parking District Manager; Toni Duran, Speaker Atkins; Elizabeth Studebaker, City of San Diego; Ian Williamson, Gordon and Rees; Greg Gohde, Classic Bows

A. Call to order: by Vice President Dave McPheeters; President Mikey Knab arrived after first guest speaker's report

B. Introductions

C. Additions/Deletions to Agenda

D. Guest Speakers

SDPD: Officer Jenny Hall reported that a robbery of a female jogger took place at 3300 Adams about 8am last month. She was approached from behind and shoved then the robber grabbed her cell phone. Tonight is National Night Out. Talmadge is having a block party with booths and food from about 5pm to 8pm. Officer Hall encouraged everyone to walk in pairs, especially at night. Celebration of Life for Officer Jeremy Henwood at McDonalds at Fairmount and University from 7am to 7pm. He was murdered after buying a Happy Meal for a young child.

Council District 3: Adriana Martinez encouraged everyone to attend the Celebration of Life for Officer Henwood. She apologized for how long it took to replace the light at 34th and Adams. She also checked on what can be done about people leaving their trash bins in the bike lanes. Reflective tape or paint is definitely allowed on the bins but do not cover the identification number on the bin. Ward Canyon dog park will be on the September agenda for discussion.

78th Assembly District: Toni Duran reported that Toni Atkins office is just coming out from summer recess and Ms. Atkins is heading back up to Sacramento. For the month after that they will be working at getting all of the legislative items out. Toni also reminded us of National Night Out.

BID Council: Scott Kessler reported that he's saving the BID council discussion until the closed session.

City of San Diego, BID Council: Liz Studebaker reported that yesterday they held an ADA business training program. Attendance was sort of low so they will be having additional workshops in the future. She said that she has been working on Micro District Grants. More bike racks are ordered for the avenue.

E. Action Items

1. Approve July 2015 BOD minutes: M/S/P Roberts/Altman 13 members present, 12 yes, 1 abstain

2. Approve June 2015 financials: M/S/P Generoli/Linssen 13 members present, 13 yes

F. Discussion Items

Parking Meter Presentation: Joe Jimenez gave a presentation and explained that parking meters work well in areas where parking is limited and there are too many long-term parkers in a business district. The benefit of the meters is more turn-over of customer parking. It also makes it easier to enforce parking violations with a meter.

805 Bridge Update: Steve Florman reported that the bid from Turner Construction on the 805 bridge work is \$168,000. Graffiti canvas will be part of the project as well as a pop-out on the east side of the bridge, a parklet, the island down the middle, and widening the sidewalk on the north side of the bridge. Scott said that fundraising options are possible.

G. Committee Reports

Executive Committee: Dave McPheeters reported that the committee reviewed the June financials and talked about the lawsuit. They discussed the neighborhood reinvestment grant and the logo use by other sources and the committee decided that that is not allowed.

Promotions Committee: Shayna Roberts reported that the committee discussed the logo use but because of a low turnout at the meeting they would refer the topic to the Executive Committee. They discussed the holiday event which will take place on Small Business Saturday from 2-5pm. We would like to ask the community association if they would like to participate in caroling, etc. during the event. Spirit Stroll will take place from Idaho to 35th St. 12 to 15 retail businesses to participate in the Spirit Stroll is the targeted number. The August mixer will take place on the 12th from 8-10 am at Get Fit on Adams. The Community card will sell for \$20. The design is for the front to have Beyond Normal logo and the back will have the website address to refer to for information on participating businesses. Cards will be sold in businesses; the card will be sold for \$15 initially to get the buzz going. The website is looking great. We will also be revamping last year's holiday video to make it more up-to-date.

Business Planning and Development: Pam Sisneros reported that the committee talked about the 805 bridge proposal and today's presentation. They also discussed parking meters. Tree grates: 5 out of 7 are done. Trip and falls are still a work in process.

Finance Committee: Doug Generoli reported that the committee looked over the Street Fair budget and determined that we are pretty much on track. Parking district money: decided that staff should come up with ways to spend that money. The committee also studied the holiday event budget and approved it.

H. Staff Report: Scott Kessler reported that the office sent out its first query on the Community Card; 15 businesses are already interested in participating. The Street Fair is on track and all of the musicians have been booked. The first press release goes out tomorrow. Kat has been doing a great job at getting the \$4000-\$5000 sponsors signed up for the event. County Grant: we got turned down for proposal to fix our trip-and-falls and tree grates but we were told to come back later and we may be funded for such things as painting the lamp posts, computers and banners. Will re-submit the grant proposal and we might get \$20,000.

I. New Business: n/a

J. Announcements/Public Comment: Kat Fulton introduced herself and her new business on the avenue at 4204 Adams called Sound Health Music. They will be conducting drum circles as well as speech and music therapy.

K. Adjournment (to closed session): **M/S/P Badrak/Bach** 13 members present, 13 yes

Closed Session: Recommendation is that the board authorize council to enter into the settlement as proposed by plaintiff, subject to the authorization of our insurance company.

Respectfully submitted
Lois Bach, Secretary