



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
May 1st, 2018 @ 8:00am**

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

**Excused:** Guy Hanford, Russ Vuich

**Absent:**

**Staff:** Scott Kessler, Executive Director and Craig Burns, Staff

**Guests:** Gary Weber; Brett Weise, Councilmember Ward's office; Dave Zarella; Javier Gomez, Assemblymen Todd Gloria's office; Steve Kader; LeeAnn Lanham; Norma Stafford; Officer Jenny Hall; Adam Rosen, Art Around Adams; Blake Robertson

**A. Call to order:** 8:07 a.m. by President Mikey Knab

**B. Introductions**

**C. Additions/Deletions to Agenda:**

**D. Guest Speakers:**

1. Officer Jenny Hall – April 25 @ 1100 hrs Mama Mia Pizza & Mairposa Ice Cream on Adams Avenue were broken into and burglarized of their cash registers. Suspects are still at large. Officer Jenny Hall was advised that detailed video had been recorded and was available from Smitty's Service across the street.
2. Brett Weise – The City budget had been released with far less cuts than had been expected at 5-20% for most categories, while Arts & Culture saw a decrease of 1-2%. There will be an Environmental Round Table where the City will discuss options to purchase their own energy. Chris Ward's office is working to move the Mobility Plan forward.
3. Javier Gomez – Assemblyman Gloria has again asked for One Billion dollars of the Six Billion dollar surplus to address the homeless housing problem. Gloria is pushing for gun safety by sponsoring AB103 requiring a minimum amount of hands-on gun training time. On June 23, Gloria will meet with constituents for coffee at the Normal Heights Community Center. All are welcomed.

**E. Action Items**

1. **Approval of March Financial Reports M/S/P** Generoli/Badrak - 11 members present, 11 yes
2. **Approval of April Minutes M/S/P** Generoli/Roberts - 11 members present, 11 yes
3. **Approval of \$2500 Expenditure to Art Around Adams M/S/P** McPheeters/Levin – 11 members present, 10 yes, Altman abstain
4. **Election of LT Lanham to the AABA Board of Directors M/S/P** Linssen/Rammelsberg – 11 members present, 11 yes. LT Lanham then seated.
5. **Move June 5<sup>th</sup> Board meeting to June 12<sup>th</sup> M/S/P** Generoli/Roberts – 12 members present, 12 yes

**F. Discussion Items**

**1. Mikey Knab:**

**2. Scott Kessler:** Unplugged went well. The Barrere & Tackett concert was sold out at 245 attendees. Having the concert and beer garden at the NHUMC was a good choice and should be used as a model for future events. Actual losses for the Unplugged event hover around \$6k to \$7k instead of the expected \$23k. The AABA experienced 37k hits to the website in the month of April. Ryan noted that he saw large amounts of people at the Adams Integrative Health. He also mentioned that access to the website was intermittent due to the high volume of visitors. Alison reported large amounts of people at the beer garden. She suggested additional portable restrooms near the beer garden as lines were long. She also suggested the sale of souvenir pint glasses at future beer gardens. Dave reported a lack of crowds and music at the West end of the Unplugged event. Shayna and many others applauded the

decreased size of the program but felt it lacked clarity, the addresses of venues and a map of the avenue showing participating locations.

**G. Staff Report:** Scott reported invoicing for the Unplugged host venues would begin in the coming week. He also reported that the Normal Heights Community Development Corporation had agreed pay the \$5000 expense for the artist's painting of the utility boxes and that the painting could begin in 30-60 days. The AABA was asked to co-host CicloDias along all of Adams Avenue this year but there has been no further progression of this project. It had been expected to cost the AABA to participate in this event. Many board members question to what the full cost to the AABA might be and are hesitant to commit to this project until further information is received.

#### **H. Committee Reports**

1. Promotions Committee- Shayna- has concerns over the performance of VNS in acquiring sponsorship funds for AABA events. The committee suggests that the AABA create an online general store for AABA, Normal Heights and Kensington souvenirs and merchandise.
2. Business Planning & Development- Ryan – the committee has been in discussion about acquiring the Post Office land for redevelopment for a possible Bed & Breakfast type or temporary housing facility. Wi-Fi antenna installation along Adams Avenue has begun.
3. Finance Committee- Doug – Finances look good. The committee expresses concerns over projected costs involved in participation in CicloSDias.
4. Executive Committee- Mikey – expresses concerns over VNS and the lack of solid leads and detailed information on potential sponsors including names, dates, contact information and specific notes.
5. **Announcements/Public Comment:** None

**I. Adjournment at 9:58 a.m. M/S/P - 12 members present, 12 yes**

**Next meeting:** June 12th, 8:00am at 4649 Hawley Blvd

Respectfully submitted,  
Craig Burns