



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
July 3rd, 2018 @ 8:00am**

Members Present: Dave McPheeters, Phil Linssen, Ryan Altman, Peggy Rose Levin, Doug Generoli, Ed Badrak, Russ Vuich, Guy Hanford, LeeAnn Lanham

Excused: Mikey Knab, Shayna Roberts, Tony Carrillo, Michael Rammelsberg, Alison Flynn

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

Guests: Gary Weber; Javier Gomez, Assemblymen Todd Gloria's office; Norma Stafford; Officer Jenny Hall; Zach Bunshaft, Congresswoman Susan Davis' Office; Tim Talsma; Vicki Confalone; Brett Weise, Councilman Chris Ward's Office; Jason Weisz, Senator Toni Atkin's Office

A. Call to order: 8:06 a.m. by Vice-President Dave McPheeters

B. Introductions

C. Additions/Deletions to Agenda:

D. Guest Speakers:

1. Officer Jenny Hall – Sergeants from the New Community Policing Unit met and are willing to come to AABA Board Meetings upon request. Phil mentioned his property had been tagged and video was available to SDPD.
2. Brett Weise – Council is in recess. Councilman Ward has been named Chair of the Homeless Committee and their biggest priority will be to connect homeless with available resources. The Polystyrene Ban is waiting to be docketed.
3. Zach Bunshaft – Congress is in recess. Two Hard-Line Immigration Bills failed partially because they included wasted money on a Border Wall. The next time Immigration Bills come for a vote, they need to include pathways to citizenship for DREAMERS. Congresswoman Davis lead a letter asking for specifics on Child Separation policy. A San Diego Federal Judge recently ruled that children under 5 years of age are to be reunited with their parents within two weeks, and children older than 5 years of age are to be reunited with their parents within one month.
4. Jason Weisz – The Senate passed a Budget which included an increase in K-12 and UC education funding. Senator Atkins recognized Lestats for the Small Business of the Year along Adams Avenue. Although the Senate is in recess, Senator Atkins is not yet back in her home district but hopes to be there soon for upcoming parades and festivals. The Tax Fairness and Accountability Act of 2018 has been removed from the November Ballot due to an agreement with legislature not to tax sugary drinks and sodas. A dentist and doctor's group is expecting to mount an initiative in 2020 to place soda taxes on the ballot
5. Javier Gomez – The California State Assembly is expecting \$15.9 Billion in surplus funds in the coming year. This budget includes \$78.4 Billion for K-12 education which amounts to \$1K/per child. This is an increase of \$200 Million from the previous year. The new budget includes \$500 Million for Homeless of which \$33 Million is designated to San Diego. Assemblyman Gloria's office will help sponsor pet adoptions from July 5th -8th with all fees waived. Community Coffee with Assemblyman Todd Gloria has been rescheduled for Aug 4 at 10:00 AM at the Normal Heights Community Center 4649 Hawley Blvd. All are welcomed. Please RSVP through the Assemblyman's website

E. Action Items

1. **Approval of May Financial Reports M/S/P** Generoli/Altman - 9 members present, 9 yes
2. **Approval of June Minutes M/S/P** Linssen/Badrak - 9 members present, 9 yes
3. **Motion:** To enter into the FY'19 Annual BID Management Contract with the City of San Diego and to approve Mikey Knab, Dave McPheeters and Doug Generoli as authorized signers to represent the AABA in FY'19. S/P Vuich/Badrak – 9 members present, 9 yes

F. Discussion Items

1. Scott Kessler: Taste of Adams Avenue was a sell-out and a great success. A total of 1150 tickets were sold, 50 more than the previous year. Press, VIP and Comp tickets were also reduced. This increased sales by \$4K with an estimated net of \$24k. The FOX 5 segment promoting the Taste of Adams Avenue went well but was pre-empted on cable stations by the FIFA soccer games. Participating venue post-comments were very favorable. One exception is that brewery tastes be excluded as a participating restaurant saw a decline in their on-site sales of beer that day.

2. Doug Generoli: He and his wife, who worked the Day-Of Sales table for the Taste of Adams Avenue were excited to find that approx. 70% of the people purchasing tickets were new to the area and/or new to the Taste itself. It was also good to see 48 participating locations compared to approx. 30 just few years ago.

G. Staff Report: Scott reported that Briggs, the City and our attorneys agreed to a Temporary Stay in the case until the CA Supreme Court issues their opinion on a precedent that would impact the case. The AABA was awarded \$35,000 in TOT funds from the Commission for Arts and Culture which was \$2.5K more than had been previously reported. The AABA has scheduled the next Mixer for July 12th. The proposed location for the AABA mixer is Tanuki. Final confirmation and the announcement will be made July 5th or 6th. The Scavenger Hunt proposed for August is still in its infant stage with no progress to report. The AABA is entering into an agreement with Small Banker's CDC an SBA Lender to help market their products through e-blasts and In return the AABA will receive (2) \$5K payments for a total of \$10K. Now, six months into the year, a new AABA budget has been presented to the Financial Committee. The owners of the theater building are seeking lease tenants again. CBRE, the broker of the property is asking for help from the AABA to help market the building hopefully to someone local wishing to make it an entertainment venue and to assist with City permits. The owners are looking for its highest and best use. The 37th Annual Adams Avenue Street Fair is on track with comparable booth sales compared to last year. The Street Fair has received its first sponsor, Blue Chair Rum owned by singer Kenny Chesney. Other sponsors are still in the works. Smart Car, a previous sponsor has in interest in this year's fair and has been corresponding with our office.

H. Committee Reports

1. Promotions Committee- Dave- The committee spoke about current sponsorship possibilities, the Taste of Adams Avenue and the upcoming mixer on July 12th.
2. Business Planning & Development- Russ – the committee has been in discussion about redeveloping the Post Office and Scott will contact the San Diego Postmaster in Carmel Valley about possible acquisition of the land for redevelopment. Wi-Fi antenna installation along Adams Avenue continues. With \$80K of funds available from Parking District, the AABA seeks political support from state offices in gaining Cal-Trans permission to widen the I-805 bridge overpass sidewalks, paint street lights and add planters.
3. Finance Committee- Doug – Finances look good.
4. Executive Committee- Dave – none

I. Announcements/Public Comment: Norma Stafford – Normal Heights Urban Arts Council is expecting painting to begin on the utility boxes within the next couple of weeks. Recreation Council funds are being taken by the City. The Adams mini park is going to be restored. The window on the Adams Rec Center building was recently re-done with a butterfly motif which they hope to carry into the mini park. A July 4th parade of mostly neighborhood children through several blocks will begin at 10:30 AM near East Mountain View. All are welcome to attend. Ed Badrak reported his car license plate stolen and encourages everyone to secure their plate with anti-theft hardware

J. Adjournment at 9:15 a.m. M/S/P – Badrak/Altman - 9 members present, 9 yes

Next meeting: July 3rd, 8:00am at 4649 Hawley Blvd

Respectfully submitted,
Craig Burns