



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
Aug 2nd, 2018 @ 8:00am**

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

Excused: Guy Hanford

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; Brett Weise, Councilman Chris Ward's Office; Jason Weisz, Senator Toni Atkin's Office

A. Call to order: 8:04 am by President Mikey Knab

B. Introductions

C. Additions/Deletions to Agenda:

D. Guest Speakers:

1. Officer Jenny Hall - National Night Out tonight to organize and create awareness against crime. The Mid-City command center will be hosting family activities in Jeremy Henwood park from 3-6. On 7/9 there was an attempted break-in at Uptown Bicycles. On 7/29 there was a burglary at Adams Avenue Bikes. The front window was smashed and (1) bicycle was taken. There has been a rash of vehicle break-ins in Normal Heights. There were 19 reported in the previous month. Everyone is urged to remove all valuables from sitting vehicles.
2. Brett Weise – August 1st, council approved the lease extension of SDCCU stadium to SDSU. On 7/31 there was a San Diego Housing meeting. Discussions included the mandate for inclusionary housing, whether onsite or offsite to be raised. One to ten units would require minimum of 10%, 11+ units would require a minimum of 15%. The rules committee has opposed a city-wide ban on Styrofoam as small businesses would be adversely affected if implemented immediately. The committee proposes a slow adoption and looks to visit this item again later. By a vote of 6 to 3, Council voted to strongly favor the mayor's version of the Short-Term Vacation Rental ordinance which includes that the owner must live on the premises.
3. Zach Bunshaft – Congress is in recess. At a recent event to discuss U.S. and Russia relations, 300 persons attended the event at SDSU and 150 Persons attended the event at Southwestern College. The congresswoman Davis is working on the APPRENTICE program.
4. Javier Gomez – Legislature begins session in the coming week. Assemblyman Gloria will be hosting a community coffee on Saturday August 4th at 10am. Everyone is invited. With the recent fires in California, Legislature has approved \$600 Million to address the problem of which only ¼ has been spent. Water resources will be used as necessary to combat the California wildfires, contrary to reports that water was being withheld due to water conservation concerns. SB1 provides \$5 Billion dollars over the next 10 years for roads, infrastructure and transportation. Of the new gas tax in effect at the rate of nearly \$.80/per gallon, Assemblyman Gloria accepts responsibility for \$.12/per gallon. The balance is due to oil companies.

E. Action Items

1. **Approval of June Financial Reports M/S/P** Generoli/Badrak - 13 members present, 13 yes
2. **Approval of July Minutes M/S/P** Linssen/Generoli - 13 members present, 13 yes
3. **Motion: to cancel Oct. Board Meeting M/S/P** Linssen/Vuich – 13 members present 4 yes, 9 no
4. **Motion: to postpone October Board Meeting to October 9th M/S/P** Altman/Badrak 13 members present – 13 yes

F. Discussion Items

1. Scott Kessler: the AABA has entered into a partnership with Small Business Finance CDC to provide working capital loans to businesses in and along the Adams Avenue business district (not including Kensington) where loans would help to create jobs, allow businesses to expand or lower interest rates they may already be paying. This could include the consolidation of credit cards. The AABA expect to receive \$10K per year providing 2 loans can be processed with our help. The AABA expects to spend approx. \$1K in direct mailing to businesses, and residents who may have home based businesses.

G. Staff Report: Scott reports that today the AABA authorizes the press release for the Adams Avenue Street Fair, including the latest poster. Ticket sales go live online. Scott announces that the AABA is expected to receive \$6K from the county as part of the Community Enhancement Grants Program. The AABA is in the process of changing the AABA online logo to now be depictive of the community sign and read Adams Avenue instead of Normal Heights. The promotions committee is hoping to have promotional merchandise with the new logo available for sale at the Street Fair. Utility box painting is nearing completion.

H. Committee Reports

1. Promotions Committee- Shayna - The committee spoke about the new Adams Ave logo being proposed for merchandise in the online and general store. Also discussed was the possibility of adding Wi-Fi (geo-caching) to the scavenger hunt. Other discussion included how to improve our position in social media.
2. Business Planning & Development- Russ – the committee has been in discussion about redeveloping the Post Office. Scott received contact from the San Diego Postmaster in charge of the Adams Ave. location. Scott will continue further follow-up. Wi-Fi antenna installation along Adams Avenue continues and should be partially up and running by October. Discussion continued on how to leverage the AABA's restricted funds to create community benefit projects or programs. Thanks to Norma Stafford and the Normal Heights Urban Arts for their work on repainting utility boxes along Adams Avenue. All but 2 are finished. The committee is hoping that redevelopment of the theater creates a venue similar to the Observatory in North Park. Scott has spoken to the CBRE broker and the owners would like the new tenant to be local.
3. Finance Committee- Doug – Finances look good. Challenges that had been present no longer exist.
4. Executive Committee- Mikey – None

I. Announcements/Public Comment: None

J. Adjournment at 9:09 a.m. M/S/P – Altman/Generoli - 13 members present, 13 yes

Next meeting: Sept 4th, 8:00am at 4649 Hawley Blvd

Respectfully submitted,
Craig Burns