



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
Nov 13th, 2018 @ 8:00am**

**Members Present:** Mikey Knab, Dave McPheeters, Alison Flynn, Ryan Altman, Doug Generoli, LeeAnn Lanham, Tony Carrillo, Shayna Roberts

**Excused:** Peggy Levin, Phil Linsen, Gut Hanford, Russ Vuich, Michael Rammelsberg, Ed Badrak

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

**Guests:** Jenny Hall, SDPD; Jana Rieger, Konrad & King; Corrine Wilson, Councilwoman Gomez Office; Alissa Gabriel, City of San Diego EDD; Norma Stafford, NHUA; Dennis Reiter, NHUA; Gary Weber, NHCPG; Kim Emmerson, NHUA; Mike Palmer

**A. Call to order:** 8:10 am by President Mikey Knab

**B. Introductions**

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

**D. Guest Speakers:**

1. Officer Jenny Hall - There was an attempted break-in at Home Start Thrift. The suspected perp returned the next day. The clerk wanted the suspected perp arrested. The suspected perp bought a pair of shoes. On Oct 13<sup>th</sup> at 0300 hours Corner Wash was broken into. Windows were broken. The suspects attempted to break into the cash box and vending machine but were unsuccessful. The only thing stolen was a bag of chips. The next day they were broken into again. It is reported to be the same person from the prior day's break-in with a partner. This time the cash box was taken. Perp #1 – White, 40's – 50's, 5'10" – 6', Grey hooded sweatshirt. Perp #2 – White, Grey hooded sweatshirt.
2. Corrine Wilson – The Polystyrene ban has passed. A one-year extension is proposed in order to talk with business owners and plan for its inception. The City has approved Community Choice Energy. The Council has voted unanimously to amend MTS policy to utilize excess MTS land for parking at trolley stops and to find partners to develop affordable housing. A community social worker is being trained for outreach and to help homeless into transitional housing. Corrine and Councilwoman Gomez are trying to find a solution the problem with the holiday lights in Kensington Park. A Watts-up device is proposed by the AABA Board.
3. Alissa Gabriel – Storefront Improvement is experiencing a wait-list. Applicants are being encouraged to apply online. Staff will reply by phone right away.

**E. Action Items**

1. **Approval of Sept Financial Reports M/S/P** Roberts/Altman - 8 members present, 8 yes
2. **Approval of Oct Minutes M/S/P** Generoil/Roberts - 8 members present, 8 yes
3. **Motion: To approve Shayna Roberts as the AABA Secretary M/S/P** Generoli/Roberts – 8 members present, 8 yes

**F. Discussion Items**

1. **The AABA will have 3 open Board seats at it's January meeting if all current members decide to run for another term.** The official election for Board members takes on January 29th. Interested persons need to have previously attended one Board meeting, one Committee meeting and then be nominated. Jana Rieger from Konrad & King is interested.
2. **Kim & Dennis Emmerson, and Mike Palmer gave a presentation** – NHUA held a community meeting on Oct 9<sup>th</sup> to discuss ideas for the Adams Avenue parkette. Over 40 People attended, A natural playground was proposed. The NHUA is scheduled to meet with Park & Rec officials in early

November. Adams Park is marked for drought tolerant plants. There has been a decline in the building and park which offers many events and programs such as the Egg Hunt, Santa, and many after school programs. Mike Palmer visited a Dallas community where he saw outdoor chess and foosball tables. Mosaic tile work by Kim Emmerson is proposed throughout the park.

**3. Paint Acorn Lights** - Scott suggested that the AABA paint the acorn lights along Adams Avenue black. The acorn lights started out as blue, then Terra Cotta and are now green. Time has faded the green paint. It is further proposed that the green trash cans be painted black to match to provide an old-world-style antique look.

**G. Staff Report:** The SBA loan program co-hosted by the AABA being promoted to all the business in the Adams Avenue Business District via Constant Contact and a direct mailing going out today. Maude Fournier-Ross has been hired to gather emails for businesses in the Adams Avenue Business Corridor as well as create and manage the AABA merchandise store and social media assistance. Spirit Stroll 2019 has added 7 Sweet Stops to the 14 spirit stops. This should help with ticket sales. Cutwater Spirits has become a sponsor decreasing Spirit Stroll costs. It is possible Spirit Stroll could break even or show a profit. After Spirit Stroll, the AABA will be working on Holiday on the Adams Avenue event. More than 1100 flyers will be passed out and over 200 children and family members are expected for the holiday event. Tree trimming by City contractor Atlas had begun along Adams Avenue. Twiggs Bakery was not happy with the performance of Atlas. The tree trimming by Atlas saves the AABA between \$5k and \$6k in maintenance costs. There will be 16 additional trees installed on Adams Avenue in the near future. The valet at 30<sup>th</sup> Street is parking over 40 cars per week-end. The valet costs are split three ways between the AABA, Jayne's and Et Voila. Most cars parked are for Jayne's and Et Voila. There is no new news on the 805 Bridge project.

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

1. Promotions Committee – Shayna – AABA mixers are now a semi-annual event. The Winter mixer will be the Annual Breakfast meeting on January 29<sup>th</sup> and the Summer mixer is scheduled for August 7<sup>th</sup>. Discussions continued about the AABA mobile app being under-utilized. Direct Push Messages are being proposed. After meeting with Josh Millar of Applified Marketing and developer of the AABA mobile app, it was reported that approximately 2000 people use the app: Unplugged had 800 app users and the Street Fair had 1000 app users. Redesigning the app with emphasis on featured businesses, available coupons and discounts, promoting the free Wi-Fi and promoting local music performances were discussed.
2. Business Planning & Development- Ryan – Discussion included the Post Office redevelopment, emails being sent to P.O. and City officials and creating a P.O. and developer partnership. There was also discussion about the slow progress of West Coast Wi-Fi along Adams Avenue.
3. Finance Committee- Doug – Finances are in good order.
4. Executive Committee- Mikey – Mikey attended the meeting at the Mayor's office regarding the Park & Rec's discontent with the condition the Carnival left the field in and any future use. It was settled that the AABA would have continued use and that the carnival would begin watering upon move-out.

**I. Announcements/Public Comment** – Ryan Altman – Adams Ave Integrative Health will be holding a fundraising event at Queen Bee's. All are invited to attend.

**J. Adjournment at 9:22 a.m. M/S/P** – Roberts/Altman - 8 members present, 8 yes

**Next meeting:** January 20<sup>th</sup> at the Annual Breakfast 8:00am, location TBD

Respectfully submitted,  
Craig Burns