

AVILA BUSINESS ASSOCIATION
Minutes of February 6, 2008
5:30 pm - Old Custom House Banquet Room

Call Meeting to Order –Leonard Cohen

Members present: L.Cohen, T. Hodge, C.Barbettini, R. Ogden, BJ Johnson, Karin Argano. All board members present, we do have a quorum.

Others attending: Ted Ivarie (AVAC),John Sorgenfrei(TJA),Terry Eberhardt(ABCA),Jim Jump(CA Hot Dog),Bobby Duran(CA Hot Dog),John Janowicz(SLO County Parks),Danny N. & Manny Luiz(kelsey see canyon winery),Lenny Harris(Avila Grocery),Cynthia Mead(TJA), Joseph Morales(OCH)

1. Review and approve minutes from last meeting. Approved (RO./CB)
2. Review financials: Tim Hodge presented; \$25K M.S. Checking.

\$25K Ahead grant Coast Nat'l Bank is now funded for ABA use.
3. Report on AVAC meeting (LC): Many AVAC members attended the mixer and LC thanked them for their support of ABA. Special events ordinance: Complimented AVAC on the joint efforts to modify this special events ordinance. LC represented the ABA at the AVAC subcommittee meeting on Monday about the ordinance; all parties agreed that the ordinance is too complicated. Also discussed more about the Promenade, waiting until the contract is completed to present more information.
4. Pale Kai Event: They asked for a letter from ABA to approve their event. Board unanimously approved event. John S. suggested that local business show their support by offering discounts to the Pale Kai participants. Karin will try to coordinate a sheet of discounts from local businesses. Karin will write letter of support and email to LC for signature and send to Port.

I Dream Foundation: Asked for letter of support from ABA for 5K run on 4/12/08 Approved. Karin will write letter to Port for LC to sign.
5. Appoint Executive Director for ABA: Part of money from AHEAD grant was allocated in the proposal for a part-time Exec Director. Approved by the board. Karin Argano was voted in to fill the position. Tim will write up contract and coordinate with Karin on job description and representing the ABA.
6. Subcommittee reports
 - a. Fish and Farmers Market: (BJ) Meeting in next couple of weeks, planning to start up first week in April. John talked about Media trading...Verizon- Big Phone, etc. It was clarified that all vendors at the market are members of F&F's Mkt Association. They are

welcome to join the ABA, but are not required to join to participate in the Market.

b. Special Events:

1. Golf Tournament: June 1st at Avila Golf Course, goal for proceeds to F&F mkt to fund advertising budget. Need businesses of Avila to all work together. Will benefit all of us to support by sponsoring a hole, beverage, food, and prizes. Get foursomes together, raffle prizes. Great exposure for businesses. Leonard, Julie and Karin are heading up the Golf Tournament committee and have already met twice.

c. Marketing, Website: John and Tim: Our goal is to have a website for both Avila and the ABA, to encourage tourists, but also have information available for businesses about our association. Working on bridging that gap. Get updated new photographs, John is able to use some of the grant money from the Marine Institute to upgrade the Avila Beach tourism portion of the website with links to the ABA and existing businesses. John and Tim are going to continue working collaboratively; Karin will help Tim with expanding the use of the site for ABA members.

d. Promenade update: Not going to discuss until the contract is done with Parks and Rec.

e. Membership:

1. Membership Mixer: great food & wine, lots of new members, well attended.
2. New members: PG&E joining, Chevron, Blue Heron Realty, State Farm Ins, T Eberhardt ABCA, Keller Financial.
3. Membership Drive: Shark, Fossil Point, Parking some of the issues we are working on to share with potential new members. Voice in the re-making and economic vitality of Avila.

7. Old Business

a. Reply on recycling: Tim has the follow-up: They are ordering bins that look like the ones we have out there, recycling bins will have blue rings to identify them. Goal will be to get recycling emptied more often.

- b. Avila parking request: Terry Eberhardt ABCA: Reciprocal joining of both organizations. The Civic Association building is up and running for business, nice article in Avila Community News. Historical Avila Exhibit is now hanging in the community center, reception around the end of Feb. Two classes going currently: Yoga, \$15, painting classes, Cal Poly Osher Brown Bag speakers, David Edge will do the first presentation, ending with Pete giving his historic perspective of Avila. \$5K grant from Chevron. Looking for other grants to help maintain the community center. Back to the Port parking, without any ABA funding this probably won't happen. Terry will negotiate with Casey at the port to try and get the fees down to a reasonable price. Big priority is employee parking, so we aren't having employees using the prime parking instead of our customers. Lenny from the Avila Market voiced his opinion about how difficult it is to mandate that your employee's park in the lot, when there is parking available this time of year much closer. Terry has put so much energy into this to subsidize the parking...there is a new Port Manager- Steve Grath and Terry is optimistic that there may be some flexibility. Per Jerry Lenthall the long-term picture may be the formation of a parking district for Avila. Jerry is giving \$1000.00 and suggested that Terry negotiate for a quantity of passes instead of overall parking spaces.... John suggested Validating passes for customers. BJ makes a motion to allocate \$500 to subsidize parking at the port lot. Karin 2nd motion. BJ pulls the motion. Terry E. will go to the Harbor District and negotiate for parking passes at a discounted price. Follow-up at next meeting.
- c. New Avila sign: Terry and Julie wrote Grant, no money so far. Terry will work together with Leonard on the sign. More to come at next meeting.

Jerry Lenthall: Great day for 3rd district: \$750K approved. 1M for Bob Jones Trail from 3rd district. Money for Los Osos overpass design. \$350K for Avila Ranch trail acquisition. Lots of money for new projects!

Meeting adjourned.

