



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
April 2, 2024 @ 8:00am**

Members Present: Ryan Altman, Nicole McGreevy, Doug Generoli, David Harding, Derith Mason, Mick Ward, Devon Jina

Staff: Scott Kessler, Executive Director, Julia Sanchez Assistant Director

Guests: Steve Kader, Jenny Hall, Dr. Sagay

Present on Zoom Sara Al-Agha, Norma Stafford, Phil Linssen

A. Call to order: 8:04am by Ryan Altman

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment – Ryan Altman (AABA)- Community Wellness Collaborative will host an unofficial Adams Ave. Unplugged stage at their business on April 27th.

E. Guest Speakers: Officer Jenny Hall (SDPD) – Informed the board that Assistant Chief Scott Wahl will be the new Police Chief. There is a tech meeting on April 4th at the City Heights Library at 6 pm, a video of the meeting will be available on the SDPD website the next day. **Doug Generoli (AABA)-** mentioned that someone attempted to break-in to the lockbox on one of his properties in Normal Heights, unsuccessfully. **Scott Kessler (AABA) –** Spoke about the unhoused woman who has been living in Adams mini-park for the past two years finally vacating the premises. **Sara Al-Agha (Dist. 9) –** We are finalizing the dates for the budget forum, that will likely take place in May. For updates check <https://www.sandiego.gov/citycouncil/cd9/budget>. If you know of any streetlights that are out, please submit a Get it Done report and send it to Sara and she will keep track of it. **Scott Kessler (AABA) –** will forward the 18 Get it Done submissions that he has turned in. We really need the Council President to advocate for the MAD's to be allowed to get someone in here to fix the lights on Adams Avenue. Our property owners pay extra money every year on their property tax for the special lighting, and there's no lights. The City needs to fulfill their end of the obligation.

F. Action Items

- 1. Approve February Financials –M/S/P Generoli/McPheeters 7 members present/ 7 yes**
- 2. Approve March Minutes – M/S/P McPheeters/Ward 7 members present/ 7 yes**

G. Discussion Items

- 1. April 2nd BOD Retreat – Scott Kessler (AABA) –** This year's annual retreat will be held on Tuesday, May 7th from 8:00 am – 11:00 am. Location TBD. During this meeting our committee groups will each present their goals for the year and will go over the current AABA budget and contractual obligations.

2. **'24 AABA budget – Scott Kessler (AABA)** – This year we may lose \$20,000 – 80,000 depending on whether or not we repeat our corporate sponsorships for the Street Fair, whether or not the City cuts back their funding, we got a \$44,000 tax credit last year and \$18,000 in extra MAD in '23.
3. **Kensington tree fundraising – Scott Kessler (AABA)** – Work began last week to replace the diseased trees in Kensington. It will cost \$25,000 for the tree replacement, the board discussed options for fundraising and Go Fund Me was recommended. There was also a discussion about community knowledge of tree replacement and the reasons behind it.
4. **Adams Avenue parking meters – Scott Kessler (AABA)** – the board continued the discussion on adding parking meters to Adams Avenue. Meters are good for business turnover, though some businesses will be against them. 40% of the meter revenue stays in the District. **Doug Generoli (AABA)** asked if this will eliminate the bike lane discussion? Scott Kessler (AABA) – No, bike lanes and parking meters co-exist in other Districts. Nicki McGreevy (AABA) – will there be meters on every block of Adams Avenue? Scott Kessler (AABA) – No. Some side-streets will have meters, not on residential blocks.

H. Committee Reports

1. Promotions/Business Planning & Development Committee (Ryan)– discussed a new event in October to promote all businesses on Adams Avenue.
2. Finance/Executive Committee – (Doug G./ David H.) – **Doug (AABA)** – Discussed AABA's '24 budget
3. Executive Committee – **(Ryan)** – Refer to Scott's staff report.

I. Staff Report: Alleys In Action! – Will happen on May 18th. Unfortunately, we did not receive the WDC grant for this event. We are currently working on another grant with AARP. **Kaleidoscope of Butterfly wrap-up** – We led the fundraising for \$50,000 over the last 3 years. Artist Kim Emerson has been creating art for 30 years, this will be her last public art piece. 75 community members were in attendance to watch the reveal and to watch the butterflies be released. **28 acorn lights repainted** – We recently had a crew on the Avenue repainting the acorn tops, it cost AABA \$3,500. **New street banners** – Are delayed, but they are coming. We are donating the old banners to the NHUA to make and sell bags. **Unplugged, April 27th** - This year we are starting Adams Avenue Unplugged off with a film on Friday, April 26th. This is a documentary film about the festival's founder (Adams Avenue Roots Festival), Lou Curtiss, it is called 'Recordially Yours, Lou Curtiss' A Yale Strom Film. It will be showing at the Adams Avenue Theater at 7:00 pm, with opening performances by: Jack Tempchin, Gregory Page, and Patty Hall. \$10 ticket. **AABA Business mixer** – The next business mixer will be held on May 21st from 5 – 7 pm at bica located at 3569 Adams Avenue, refreshments and light hors d'oeuvres will be served. **Ken-Tal Earth Day event-** Will be held on Saturday, April 13th.

J. Adjournment at 9:03 am. M/S/P – Generoli/McGreevy

Next meeting: June 4, 2024

Respectfully submitted, Julia Sanchez