



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
August 6, 2024 @ 8:00am**

Members Present: David Harding, Dave McPheeters, Doug Generoli, Ryan Altman, Russ Vuich, Derith Mason, LT Lanham, Devon Jina, Tony Carillo, Mick Ward, Meredith Walton

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

Guests: Council President Sean Elo-Rivera, Sara Al-Agha, Miranda, Armida, Officer Jenny Hall, Andrew Ferbert, Steve Kader

Present on Zoom Lauren Castro, Rhea Aguinaldo, Emily Piatanesi

A. Call to order: 8:01 am by David Harding

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment – **Andrew Ferbert** spoke of his wife, Heather Ferbert’s attendance at the upcoming Adams Avenue Street Fair on September 21st & 22nd, 2024.

E. Guest Speakers: Council President Sean Elo-Rivera – Thanked AABA for the great work has been done in the community. He spoke of programs the Economic Development Department offers to business owners. He encouraged business owners to take advantage of the storefront improvement program, and how the City can help invest in businesses and to reach out to Sara Al-Agha for more info at SAAlAgha@sandiego.gov. The Council President then talked about the budget priority survey for the next fiscal year and would like input from the AABA and business owners before the end of September. **Scott Kessler (AABA)** – talked about AABA’s intent to apply for the grant from CD9 for the trees that were replaced in Kensington earlier this year. **David Harding (AABA)** – Asked the Council President what his thoughts were regarding adding parking meters on Adams Avenue? **Council President Sean Elo-Rivera** – He believes they will help with business turnover and does see the benefits in adding them, but there will likely be some push back. **Dave McPheeters (AABA)** – Dave spoke of his concern for his business if parking meters are not installed, especially with the newer developments being built that do not offer on-site parking to their tenants. **Scott Kessler (AABA)** – Informed the Council President that there was a recent parking study completed on Adams Avenue to measure the occupancy rates on a Thursday and a Saturday for 12 hours each day. This board has in the past supported the installation of meters and has been a long process. Later in the agenda we are taking an official vote on this item. **Officer Jenny Hall** - National Night Out is the 1st Tuesday in August, it will be a movie night, showing Toy Story 4 at 7 pm at Jeremy Henwood Park. SDPD has a new Captain, Martha Sainz from the Southern Division. **Scott Kessler (AABA)** – Mentioned that National Night Out movie will also be showing at the Kensington Park, and we have posted it on AABA’s social media. Scott also spoke of the Get it Done reports that are posted almost daily regarding the homeless encampments in Ward Canyon Park and specifically the issues with the abandoned building. **Sara Al-Agha (CD9)** – Is aware of the multiple reports. She said that there is currently a team attempting outreach to the individuals, but they are understaffed, and it is taking longer than expected. **Emily Piatanesi (CD3)** – Robert Logan is the new Fire Chief will take command August 24th. The Hope at Vine campus went to City Council in July and the conclusion was to bring it back to in September due to multiple questions and comments from the Councilmembers and are still in

active lease negotiations with the property-owner. In addition to that, they have received permission from the Coastal Commission on the H Barracks proposal to use the space as a safe parking site with 200 spaces. Construction of the site will move forward through the rest of the year. **Rhea Aguinaldo (EDD)** – On July 29th Economic Development brought forth an item to City Council for approval to authorize and accept an award of \$1.5 mil from the State of California Governor’s Office of Business and Economic Development and I am happy to report this item passed unanimously. Distribution of the funds will be done through the BID Alliance. This is specifically meant to be used for special events.

F. Action Items

- 1. Approve June Financials** –M/S/P McPheeters/Generoli 11 members present/ 11 yes
- 2. Approve June Minutes** – M/S/P Ward/Altman 11 members present/ 11 yes
- 3. Should AABA conduct hybrid committee meetings?** – M/S/P McPheeters/Walton 11 members present/ 7 yes/ 4 No
- 4. Should AABA support the installation of parking meters on Adams Avenue?** M/S/P McPheeters/Generoli 11 members present/ 7 yes/ 4 Abstention
- 5. Should AABA postpone September’s meeting to September 10th due to the Labor Day weekend?** McPheeters/Ward 11 members present/ 11 yes

G. Discussion Items

No discussion items to report

H. Committee Reports

- 1. Promotions/Business Planning & Development Committee Ryan (AABA)** – Went over possible names for the new Halloween event and began planning the fall business mixer.
- 2. Finance/Executive Committee** – (Doug G./ David H.) – **Doug (AABA)** – It was a very positive meeting due to staff initiative.
- 3. Executive Committee – Ryan (AABA)** – Refer to Scott’s staff report.

I. Staff Report: New Street Fair layout approved – We are going back to the original layout, with the booths placed back-to-back down Adams Avenue. The Fire Dept. approved us to stagger the 20’ fire lane, which will increase the amount of vendor spaces provided and takes away the issues we had the last 2 years with the vendors up against the curb. **MAD meeting with City held** – We met with the EDD department to officially restart our election for a new Adams Avenue MAD. AABA ran out of MAD funds 3 months ago, upping the annual MAD fees will be very beneficial. **Maintenance staff turnover** – We had to let one of our maintenance staff go this month, so we are currently searching for someone to take over their daily route on Adams Avenue. **City and County grants** – AABA will apply for 2 grants to CD9 this month. **Street fair sponsor and booth sales updates** – We are currently \$50,000 ahead in booth sales than the same time in 2023. **November 14th business mixer** – Has been scheduled for Thursday, November 14th at Abnormal Heights Rooftop Bar. **New Halloween event** – Will be held on Saturday, October 26th and will be a photo-op in front of participating businesses for a chance to win prize money in 3 different categories.

J. Adjournment at 9:27 am. M/S/P –Altman/Lanham

Next meeting: October 1, 2024

Respectfully submitted, Julia Sanchez