



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
September 10, 2024 @ 8:00am**

Members Present: David Harding, Dave McPheeters, Nicky McGreevy, Russ Vuich, Derith Mason, LT Lanham, Devon Jina, Mick Ward, Lauren Castro

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

Guests: Steve Kader

Present on Zoom, Rhea Aguinaldo, Ryan Altman, Sara Al-Agha, Officer Jenny Hall, Toni Duran

A. Call to order: 8:03 am by David Harding

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment/NH News – New business openings: Coco & Jules Cookies, there is a new restaurant going into the old Tachido Sushi building, MAKE is moving into the old Jackson Electric building on Felton. Soichi Sushi received a Michelin star.

E. Guest Speakers: Jenny Hall (SDPD Community Officer)- reported a break in at Lestat's coffee house, vehicle break ins on Mansfield and a robbery at the Shell gas station on Adams Avenue on 8/14 at 11:30am. **Rhea Aguinaldo (EDD)** – Updates regarding residential trash service survey, vacancies on the Small Business Advisory Board, FY'25 MAD purchase orders have been issued. **Sara Al-Agha (Dist. 9)** – Gave info regarding the next budget cycle survey due by 9/20/2024. The defunct building next to Ward Canyon Park will be demolished by this winter. Update on the Bicycle Master Plan. **Toni Duran (39th Senate Dist)** – Gave updates on the bills currently on the Governor's desk; SB450, SB1213 and SB1342.

F. Action Items

- 1. Approve July Financials** –M/S/P McPheeters/Ward 9 members present/ 9 yes
- 2. Approve August Minutes** – M/S/P Ward/Lanham 9 members present/ 9 yes
- 3. AABA canceled the September Finance & Promotions committee meetings**

G. Discussion Items

- 1. SD Community Power gave a presentation (Rachel Hommel)** – SD Community Power will sponsor the new 'Cool Zone' during the 42nd Annual Adams Avenue Street Fair on 9/21 & 9/22. Rachel gave a presentation outlining the different programs that they offer to businesses and residential customers. SD Community Power currently has 1 million customers in the Mid-City area.

H. Committee Reports

- 1. Promotions/Business Planning & Development Committee Dave McPheeters (AABA)** – on 10/26 AABA will host the Halloween Haunt from 12-8pm. The next business mixer will be held at Abnormal heights Rooftop bar from 5-8pm on 11/14.
- 2. Finance/Executive Committee** – (Doug G./ David H.) – **Doug (AABA)** – Refer to Scott's staff report.
- 3. Executive Committee** – **David Harding (AABA)** – Refer to Scott's staff report.

I. Staff Report: City and County Grants – We have applied for a CD9 grant to cover costs for the Kensington Tree replacement. We have already removed and replaced half of the trees and will complete the work in the new year. **Street Fair sponsor and booth sales update** – So far, we have made just over \$200,000.00 in vendor booth sales we still have a few more spaces to sell before the event. We have received \$95,000 in street fair sponsorships, \$25,000 of that income is for our 2025 street fair headlining sponsorship, we will receive the other \$25,000 next summer. **Trip and fall lawsuit** – AABA were served in a trip & fall lawsuit stemming from a January 2023 incident where a woman tripped and was severely injured in front of the Post Office on Adams Avenue. Staff are working with the client’s attorney to release AABA of liability through report records showing AABA alerted City staff regarding this trip hazard before the incident occurred. **MAD campaign** – In October staff will begin to send out ballots to AABA business and property owners to vote on raising MAD fees on the Avenue.

J. Adjournment at 8:51 am. M/S/P –Ward/McGreevy
Next meeting: November 5, 2024
Respectfully Submitted, Julia Sanchez