



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
May 7th, 2019 @ 8:00am**

Members Present: Mikey Knab, Ryan Altman, Doug Generoli, Shayna Roberts, Russ Vuich, L T Lanham, Tony Carrillo, Stephen Throop, Mick Ward

Excused: Guy Hanford, Dave McPheeters, Phil Linssen, Michael Rammelsberg

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

Guests: Jenny Hall, SDPD; Sanna Loando, Councilwoman Gomez's Office; Brett Weise, Councilman Ward's Office; Norma Stafford, NH Urban Arts; Gary Weber, NH Community Planning Group; David Harding, Edward Jones

A. Call to order: 8:07 am by President Mikey Knab

B. Introductions

C. Additions/Deletions to Agenda:

D. Guest Speakers:

1. Officer Jenny Hall – On Wednesday, May 15th at 6:00, a Felony elder abuse was reported at 3200 Adams Ave where a 60 year old woman was body-slammed to the ground after she was asked for change by a stranger. Customers of Dark Horse Coffee responded. They were able to catch suspect and fought with him while restraining suspect until SDPD arrived to cuff him. The elderly woman suffered unknown injuries.
2. Sanna Loando – Council President Gomez's office has received many inquiries as to how the data collected from the City's new smart lights will be used. An outreach program has begun for all City projects on the public right-of-way. The repaving of Fairmont Avenue is scheduled to begin mid-June and extend until August. The Planning Commission is looking at land use codes in reference to the introduction of 5G wireless and public health concerns. The Kensington holiday tree lights project has been transferred to the City's Transportation & Storm Water division. Transportation & Storm Water will present to the AABA an MOU for review no later than June 28th. It will include a fee schedule and scope of services
3. Brett Wiese – Councilmember Chris Ward's office is working on proposals that would require new housing developments of six or more units to include a minimum of 10% affordable housing. The right-hand lanes of El Cajon Blvd are scheduled to be converted into bus-only lanes with timed signal lights. The Councilman's office is receiving calls of concern in regards to the scheduled bike lanes along 30th Street.

E. Action Items

1. **Approval of April Financial Reports M/S/P** Roberts/Throop - 9 members present, 9 yes
2. **Approval of May Minutes M/S/P** Generoli/Roberts - 9 members present, 9 yes
3. **Vote to approve 2018 Audit and Tax Returns M/S/P** Generoli/Altman 9 members present, 9 yes

F. Discussion Items

1. Art Around Adams was reported to be a success by all Board members who attended. David Harding of Edward Jones reported a positive event. The Rock'n'Roll marathon clean-up crew left the Avenue in excellent condition. Throop said the Rabbit Hole was glad they were open for the event. Ward and Roberts said it gave Adams Avenue good exposure.

G. Committee Reports

1. Promotions Committee – Shayna – Approximately \$5K has been spent on producing Avenue Avenue merchandise. The AABA expects to gross approximately \$7.5K. The Promotions Committee hopes to

photograph Adams Avenue business owners starting with AABA Board members wearing Adams Avenue merchandise so they can then share them on social media. The committee is seeking volunteers to work the will-call table and merchandise booth at the Taste of Adams on June 30th. The AABA summer mixer is scheduled to take place at the Rabbit Hole. Cutz-for-Kidz is scheduled for August 4th, 10:00-2:00pm. The committee will be reaching out to all salons for participation.

2. Business Planning & Development- Ryan – the committee continues to discuss the I-805 bridge improvements. Also discussed was the continuation of lamp post painting.
3. Finance Committee- Doug – The committee did not hold a meeting.
4. Executive Committee- Mikey – reported that the AABA was the top producer of Small Business CDC loan referrals and with the most loans in funding process. Also discussed was Art Around Adams, TOT, Rock'n'Roll marathon, bridge improvements, AABA merchandise, the Kensington holiday tree, Taste of Adams, summer mixer and new Board recruitment.

H. Staff Report

Scott reports that the AABA has begun negotiations to acquire a new \$30K Headliner sponsor for the Street Fair. A second conference call is scheduled for today. The AABA may want to acquire use of the Mason's lot for the new sponsor. Staff was unable to complete a County grant application in time, but will seek a larger amount from other County grants in an effort to recover costs associated with lamp post painting. The Lamp post painting project is on budget. Scott met with Caltrans in regards to widening the sidewalks on the I-805 bridge along with painting the lamp posts on the bridge. Painters are now in Kensington and are scheduled to move to 30th Street next. Taste revenues are up 40% over last year. This years Taste will include 48 participants. It has been reported that the possible new tenants to the Carteri Theater who had planned to do wedding events will not be moving in. CBRE has other possible new tenants. Beerfish would like to have a one-day stage during the Adams Avenue Street Fair. The AABA has signed a contract with the original carnival company for a flat rate fee of \$12.5K. AABA staff has completed its required report for the next \$5K from the Small Business CDC Loan Program. A CicloSDias map has been pro[posed and is docketed for discussion

I. Announcements/Public Comment – None.

J. Adjournment at 9:560 a.m. M/S/P – Generoli/Altman - 9 members present, 9 yes

Next meeting: July 2nd.

Respectfully submitted,
Craig Burns