



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
July 13th, 2021 @ 8:00am  
Abbreviated minutes due to COVID-19**

**Members Present:** Dave McPheeters, Ryan Altman, Doug Generoli, Russ Vuich, Tony Carrillo, LT Lanham, Mick Ward, David Harding, Nicky McGreevy, Phil Linsen, Lisa Johnson  
**Staff:** Scott Kessler, Executive Director, Julia Sanchez, Assistant Director

**A. Call to order:** 8:06 am by Dave

**B. Introductions:** After introductions Julia Sanchez was introduced as AABA's new Associate Director, and was welcomed to the organization.

**C. Additions/Deletions to Agenda:** Proposed Mosaic Mural

**D. Guest Speakers:**

Officer Jenny Hall reported on incidents in the neighborhood and increased wait times due to a shortage of dispatchers.

Marcella Miranda was introduced as Councilmember Whitburn's new liaison to the AABA.

**E. Action Items**

- 1. Approval of May Financial Reports M/S/P** –Motion passed- Approved by Doug and Ryan.
- 2. Mosaic Mural:** Scott introduced the subject reminding the board that we have been discussing supporting a new mural at Adams Rec Center for the past year. Kim Emerson described the public art mosaic mural on Community Center. Kim has an arts & culture contract with the city of SD. Kim has support from Councilmember Whitburn and would like to fundraise by creating a crowdsourcing campaign to raise \$35,000. She will also try for community grants. This mural will be added to the city's Public Art Collection. Included in the motion below was the AABA's desire to include new lighting in the park to highlight the mural.  
**Motion for approval of AABA crowdfunding campaign to support mural: M/S/P Unanimous**
- 3. New City Mandates: Board Diversity Training:** Diversity Training has been mandated for all Board of Directors in each BID. New requirements for BIDs are in '22 contracts. Besides Board diversity training annually, the city is also requiring new procedures for Board transparency, public review, and conflict of interest. AABA board required to go through training by end of this October. City is only giving a 6 month contract starting in July, with the second 6 month extension contingent on each BID'S compliance with new rules.  
**Motion to comply with city's new guidelines on training, diversity, transparency and conflict of interest : M/S/P: unanimous**

**F. Discussion Items**

**1. Adams Avenue Street Fair:** Waiting to hear if there will be a new public Health order on Sept. 1<sup>st</sup>, which can change certain aspects of this year's event. AASF is considered an outdoor mega event if more than 10,000 people but doesn't have more than 10,000 people at more than one time. AABA might have to set signage at every entry point noting unvaccinated people should wear masks and will be providing masks for those people.

Russ asked about the issue with Fire Lanes: Fire lanes will need to be 20' going forward, they used to be 16'. This means that the vendor booths will need to be staggered going down Adams Ave. Carnival operator we have always used is out of business. We are actively trying to locate a new operator. Philip responded that even small rides would be okay, and to do what it takes, even scaled down. Dave Harding mentioned that even something like what they do on the SoNo Kids Block would be okay. Steve Kader spoke about trying to book bands for the event. Touring & local bands have upped their fees. We are now competing with venues. He has confirmed Big Sandy, Deke Dickerson, Creepy Creeps & Jesse Dayton. Philip inquired about funding this year compared to year's past, Scott replied that they scaled back funding, we used to receive \$35,000 and now get \$15,000.

**G. Committee Reports**

1. Promotions/Business Planning & Development Committee –*Ryan*
2. Finance/Executive Committee - *Doug & Dave*

**H. Staff Report**

Scott reported on: New staffing, Taste of Adams, Street Fair

**I. Announcements/Public Comment** – None

1. **J. Adjournment at \_\_10:04am\_\_.** M/S/P - Unanimous

**Next meeting:** August 10th at 8:00am

Respectfully submitted,

Julia Sanchez