



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
August 3rd, 2021 @ 8:00am
Abbreviated minutes due to COVID-19**

Members Present: Dave McPheeters, Ryan Altman, Doug Generoli, Russ Vuich, LT Lanham, Mick Ward, David Harding, Nicky McGreevy, Phil Linssen, Lisa Johnson, Ashley Dawson

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

Guests: Stephen Whitburn, Councilmember District 3, Maddy Kossman, Gary Weber, Steve Kader, Derith Mason, Ryan Darcy (CD3), Susan Redelings

A. Call to order: 8:07 am by Dave

B. Introductions:

C. Additions/Deletions to Agenda:

D. Guest Speakers:

Stephen Whitburn Began by mentioning his 2 new staffers, Marcella & Ryan. When touching on the newly implemented BID contracting requirements such as Diversity Training, he lauded the AABA in its unanimous July vote supporting all the new procedures. He went on to compliment the AABA for its 2020 audit, positive balance sheet, annual street fair and for the many years of providing valuable programs and economic development that have greatly benefited the commercial area while serving as a role model for the City's BIDs. Whitburn also feted AABA ED Kessler for his contributions. He also touched on his excitement for the new butterfly mural that will be going up on the NH Rec Center and how it will be a nice addition to the community. Whitburn reported on the \$10 million in City grants for struggling small businesses impacted by Covid-19. The grant program will be administered by the San Diego Foundation. He also spoke of a new, intensive pilot program that deploys social service workers for homeless outreach, which has proven to be effective vs having the police department do it. When speaking of Economic Development Downtown and how a reduction in tourism has negatively affected the economy and that the Transient Occupancy Tax, Whitburn spoke of his commitment to restoring TOT funding to programs such as the Adams Avenue Street Fair in the near future.

Scott thanked Whitburn for his support. - Doug thanked the Councilmember for his comments and for his support. - Phil mentioned how the City's funding priorities have reduced funding to community groups such as the AABA and lacks respect for community volunteers on the ground floor doing important work. Major programs have been cut like the Storefront Improvement Program. - Scott commented how decisions made by the City's Economic Development Dept is due to direction from the mayor's staff and not the Council offices. Phil mentioned the relationship between the BID's and the City have soured, and that Economic Development cut funding to entities outside of the city while increasing their management overhead. - Whitburn thanked Phil for his years of service. He understood that the new requirements were a surprise to people and could have been rolled out better, but part of the impetus for the changes lie with a few BID's the City has issues with and not the AABA. - Whitburn said he will do whatever needs to be done to help with clarity of funding in the future and acknowledged that the City's lack of clarity on '22 SBEP funds for the BIDs was an unnecessary hardship. - Doug stated that the City's process and actions seemed tone deaf. - Ryan mentioned the City's changes for AASF fire lanes, have added another unwelcome complexity to Street Fair planning. - Whitburn acknowledged the difficulties with planning for AABA events given the City's stance on funding and drew upon his experience planning San Diego Pride formerly, "I have worked on events in the past and I know how hard it can be to plan an event with no clear budget."

E. Action Items

1. **Approval of June Financial Reports M/S/P** -Motion passed- Approved by Doug and Phil
2. **Approve July Minutes M/S/P** -Motion passed- Unanimous

F. Discussion Items

1. Taste of Adams: Scott- all participants were invited to this meeting; none were able to make it. The event was successful from a participant view, this year we sold out earlier than ever before! AABA's net this year was \$16,000- after giving \$12,000 in stipends to participants. This year there were 39 participants, compared to past two year's where there

were 47. Restaurants were surveyed and found between 600-900 tastes served, during the event. Two restaurants dropped out day-of (Blind Lady & Rosie O'Grady's). In the next Business Promotions meeting it will be discussed whether to raise the price of a ticket and an option to add a VIP option. Mick from the Ould Sod said they saw a lot of walk-ins that day.

2. Diversity and Inclusion Training: We need to schedule two training sessions. A poll will go out to all board members with a few possible dates before the end of October 2021. The training will be an annual requirement going forward. In the future, the training will be completed during the annual retreat in March. The City and BID council will cover costs for the training this year.

G. Committee Reports

1. Promotions/Business Planning & Development Committee –Ryan deferred to Scotts staff report.
2. Finance/Executive Committee - Doug & Dave- Doug reported that the Finance committee feels the AABA's finances are good and that if the Street Fair occurs, we should end the year with a revenue surplus. He also commented that we have had to generate new budgets and contingencies on a monthly basis for the past 16 months. Scott reported that PPP loan forgiveness docs have been submitted to the SBA.
3. Executive Committee – report referred to Scotts staff report

H. Staff Report

Scott reported on: Street Fair could be altered or canceled due to Delta variant, and we have to take it day by day. The city has completed repair to Adams Ave. streetlights after a year's delay. However, there are still 11 lights out inside and adjacent to Adams Park. PPP loan forgiveness was submitted at the end of July. NH Community Center has begun renting-out the hall to the public and the AABA will resume collecting \$1,000/mo management fee from NHCDC in September. Web upgrades and updates to the online business directory will start after the Street Fair. Working with our web master to update the graphics but the functionality of the site is fine. Business directory upgrade- Julia will start working on that.

I. Announcements/Public Comment –

Public Comment: Maddy Klossman - from An's Dry Cleaning said that though they did not participate this year IN Taste of Adams, they did get tons of overflow on the day of the event. They are looking forward to becoming more involved with more of AABA's special events.

Derith Mason - introduced herself and soon-to-be-open florist shop located next to Subway and wants to become more involved with AABA.

Susan Redelings - Has lived in NH for 45 years and is a former member of the NHCPG. She likes the improvements that the AABA has implemented in the community. She would like to see more big retail (mini-Target) go in, since traveling to Mission Valley is not always easy for her.

J. Adjournment at __9:24am__. M/S/P - Unanimous

Next meeting: September 7th at 8:00am

Respectfully submitted,

Julia Sanchez