



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
November 2nd, 2021 @ 8:00am
Abbreviated minutes due to COVID-19**

Members Present: Mikey Knab, Dave McPheeters, Ryan Altman, Doug Generoli, David Harding, Ashley Dawson, Shayna Roberts, Phil Linssen, Nicky McGreevy, Mick Ward

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

Guests: Gary Weber, Derith Mason, Norma Stafford, Sean Karafin

A. Call to order: 8:08 am by Mikey

B. Introductions:

C. Additions/Deletions to Agenda:

D. Guest Speakers:

Sean Karafin- Spoke about MAD contracts and informed us that he does not have any info about when those will be completed. Sean then spoke About the BID survey the city just released. **Doug** – Asked Sean if we will be allowed to see the results from the BID survey. **Sean** – Yes. **Dave** – Asked what happens if we don't renew the MAD contracts? **Scott** – We will not loose the AABA MAD contract.

E. Action Items

1. **Approval of August Financial Reports M/S/P** – Motion passed- Unanimous
2. **Approval of September Financial Reports M/S/P** – Motion passed- Unanimous
3. **Approve September Minutes M/S/P** - Motion passed- Phil abstains
4. **Fill Board vacancy** – Derith Mason, Artistic Florals has been attending Board meetings for months, she also attended the city-mandated training in October. **Phil-** nominates Derith to join the Board of Directors. **Dave** – Seconds the nomination, **Mikey-**We now have a full board of 15.- **M/S/P-** Derith was unanimously elected to the board.

F. Discussion Items

1. **Adams Avenue Alive Recap & weekly Adams Market** – **Scott** – The event went pretty well for only having 1 week to promote. The crowds could have been bigger, there were 100 max at most events. This event cost the AABA \$3,000 each week to pay musicians, sound guy, and to promote. **Derith** – Thought the evening events ended too early. **Scott** – We did that on purpose to be able to conclude before dark. The 1pm shows in Kensington Library Park drew a nice cross-section of folks that we don't normally see at events. **Doug** – Any feedback from business owners? **Scott** – Little Dame's owner, Katie loved it, her store was busy during most concerts. The liquor store at 30th & Adams also received more foot traffic on those evenings. **Phil** – States that he thinks that is ridiculous that the TOT funding could not be adjusted, and funds shifted from the cancelled street fair to cover the cost of Adams Avenue Alive. This was an important project. **Scott** – The AABA is reimagining a weekly market, more of a miniature street fair. We have a good base of vendors from our street fair, and the support of the church on Mansfield. The church has offered for us to use their sanctuary for the music aspect, we can also get a permit from the school to use the concrete stage in the circle park. We could close Mansfield and School streets to through traffic every Saturday. There is room for 70 booths, we could charge vendors \$100/week and that would help to pay the musicians and sound tech. **Nicky** – Would the market be geared towards more food or retail vendors? **Scott** – We will accept farmers, but it will not be a 'Farmer's Market'. **Dave** – What about rain? **Scott** – We will not charge vendors if we get rained out. We have a great track record of returning fees when events are cancelled. **Dave** – Proposed to have a few spots saved once a month for a Vinyl record pop-up. **Phil** – Spoke of the Farmer's Market that was originally in the CVS parking lot not being a successful market. **Scott** – We have five 50 amp circuits at Mansfield and Adams to power the event. Same electric pedestals to supply electric during the

street fair. We have purchased our own cables to tap into the power supply, we have a great partnership with the school and the church that share the street, this block has been greatly improved. **Doug** – We may lose money in the beginning. This will be better than the last market that was eventually relocated to the parking lot in Ward Park, which was a terrible place as there was no visibility.

G. Committee Reports

1. Promotions/Business Planning & Development Committee –*Shayna & Ryan-* report referred to Scotts staff report
2. Finance/Executive Committee - *Doug & Dave-* **Doug** - Between the Street Fair and Adams Avenue Alive we are in-line to lose \$10-15,000 by end of year. **Dave** – A sustainable weekly revenue will help. I am cautiously optimistic.
3. Executive Committee – **Mikey**- report referred to Scotts staff report

H. Staff Report

Brigg's lawsuit – \$50,000 settlement, lawsuit is coming to an end. **MAD contract** – Sean says they are behind on getting the contracts completed. We have been floating the City since July 1st. They owe us for 4 months. **Phil** – Has anyone alerted to the City Council? Should we have our Board President draft a letter? **Mikey** – I will defer to Scott's expertise on this situation. **BID Survey** – We sent the survey out to our 13,000 consumers and business owners. **Spirit Stroll** – We are 1 bar short and 3 weeks out from the event. The poster is done, and publicity begins 11/3. **Kaleidoscope Mural** – Norma is here, she is with NHUA group, she has been selling the banner bags which is contributing to this project. We have raised over \$18,000 for this project so far, including a \$5,000 grand from SDG&E and a \$5,000 donation from the NHCDC. **Street Fair lawsuit** – This incident occurred at the 2019 SF inside the beer garden located at 30th & Adams Avenue. The woman involved broke her ankle when a man jumped off the stage and landed on her. She is asking for \$100,000 compensation. **Rock & Roll Marathon** – Went great! Wonderful promotion for the Avenue having 10,000 people running down the street. **January Meeting** – We have approached Ska Bar for our annual January meeting, we have not heard back from them yet. **Doug** - requested a retreat in March, Mikey agreed.

I. Announcements/Public Comment –

Public Comment: Phil – This section should be at the front of the meeting. **Mikey** – We will move it up on the agenda starting next month. **Phil** – Can we discuss redistricting putting us in to District 9. Is this something that shall be discussed at a Board Meeting? **Scott** – Scott doesn't think it matters what Council District we are apart of.

J. Adjournment at 9:21am __. **M/S/P** –McPheeters/ Generoli- 10 members present, 10 yes

Next meeting: December 7th Board Meeting - 8:00am

Respectfully submitted, Julia Sanchez