

AABA Executive Committee Meeting

Wednesday 12/1/2021 (meeting date delayed due to the holiday)

1. Additions to agenda

2. Financial review

- Cash flow issues caused us to move money into Operating account from CA Bank and Trust (this is where our PPP money was sitting). We had always anticipated moving these funds
- Overall financial picture looking decent for the year – we will probably break even
- A lot will depend on whether we can have Street Fair next year – without the Street Fair, we would operate at a \$70-80k loss unless we change staffing costs somehow
- US Bank grant for \$10k in each year: 2021 and 2022 will be awarded soon. Half of the money in 2021 will go to the mural (bringing it up to \$28k). 2022, all \$10k will go to sponsoring the Taste of Adams
- We have \$265k in our investment account - \$200k of this is restricted to a project that turns an ROI, needing a 2/3 vote from the board

3. Spirit Stroll Recap

- We raised a little over \$4k this year (raised prices by \$5 and reduced advertising budget, because we sell out so quickly). We probably could have sold twice as many tickets
- Event is very easy to implement in general
- We get good crowds for Small Business Saturday
- The retailers really like this event
- Shows great cooperation between the businesses in the district
- The ends of the route are slower (West end and Kensington)
- What if we add a pop-up market in the Kensington library park with RTD cans and booths from AABA members? This would bring more people to the park, and make Cutwater happy. Maybe coordinate with KTBA. This should be supremely Instagram-able
- We could raise ticket prices to \$30-40 and probably still sell out

4. Proposed weekly market

- Scott will present a budget to the Finance Committee soon
- This would happen at the Church on Mansfield starting in April
- We would distinguish ourselves as more of a “mini-Street Fair” than a farmer’s market
- 60 vendors, \$100 weekly = \$6k weekly

5. Holiday on Adams, December 12th

- No kids in Santa’s lap due to COVID
- Moved the event from 12-3 rather than 1-4
- Moosie’s supplying ice cream
- Ponce’s supplying hot chocolate – should expect about 150-200 cups (8oz)
- No more caroling unless Shayna’s friends can do it
- Trying to do a little more social media to bring in more kids
- KTBA wants us to co-market the Bike Ride on the same day. We will do this

6. Starting to plan for Unplugged at the end of April (4/30 is a Saturday)

7. Annual Meeting

- SKA Bar said they can't do it, due to construction in January
- Scott is looking into other options – outdoor area at Dos Palmas, Ponce's, El Zarape, Fall Brewing, Rabbit Hole, Ould Sod, House of Imago, Cantina Mayahuel – we're expecting 100-ish people
- Awards – Phil Linsen

8. MAD contract

- Luis Ojeda is no longer working at the City, and that means they're behind on payments to us by something like \$18-20k

9. Parking Meters

- Putting in meters is a two-year process that goes all the way to a City Council vote – this is very unusual in the state
- The mayor's office is actually moving to place meters on 30th all the way up to Adams Ave
- Scott thinks our board should vote in support of installing meters on the Avenue

10. Board recruitment

- Phil is "retiring"
- LT hasn't been to a meeting in a really long time
- Should we consider adding a single "community member" seat to the BOD in our bylaws – perhaps this could be a very engaged parent at one of the schools in the district
- Consider changing the meeting time to 8:30 or 9am to serve more/different members
- Consider recruiting more "new" business owners

11. Review of our bylaws is required by the City

- This will go out with the board packet this week