



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
December 7th, 2021 @ 8:00am
Abbreviated minutes due to COVID-19**

Members Present: Mikey Knab, Dave McPheeters, Ryan Altman, Doug Generoli, David Harding, LT Lanham, Nicky McGreevy, Phil Linssen, Mick Ward, Russ Vuich

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

Guests: Gary Weber

Zoom Guests: Chris Ward, Christopher Gris, Jenny Hall, Geoff Lippert

A. Call to order: 8:06 am by Mikey

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment –

Public Comment: Scott – We have moved the Announcements/Public Comment to the front of the agenda.
No public comments received

E. Guest Speakers: Officer Jenny Hall – There was a break-in at the restaurant, Pappalecco, on November 24th and 25th. It appears that a door was left unlocked on the 24th, and possible also on the 25th. There were no signs of forced entry. The suspect stole cash and appeared to be a white male. **Chris Ward** – This has been a good fiscal year for state of CA., and we have made huge strides working to better the community. We have been working to close the housing gap by putting major investments into eliminating tent encampments by adding more affordable public housing. Also making sure that the 42,000 housing units that are not all lumped together, but spread-out throughout the developments, making amenities available to all tenants, regardless of income. We have also been working hard on giving much needed support to small businesses, we have now had nine rounds of California Grants. Other state of CA. assistance have gone to helping restaurants with sustainable outdoor seating options, parklet permitting and help with the ABC. We are also working to combat climate change, our legislation was recently passed by Governor Newsom for legislation which will bolster wildfire resistance, build long-term water security, at the same time investing in local governments and organizations to protect communities from extreme heat and sea-level rise. All seven bills I authored were signed by the Governor, none were vetoed! We got a lot done this year, there is fresh legislation coming February 2022. My assistant, Christopher Gris, has added his contact info into the zoom chat (Christopher Gris – Assembly Member Ward’s District Rep – Christopher.Gris@asm.ca.gov (619)645-3090 – a78.asmdc.org) **Mikey** – Are there any questions for Councilmember Ward? No, other questions, I want to thank Councilmember Ward for joining us this morning.

F. Action Items

- 1. Approval of October Financial Reports M/S/P** – McPheeters/Generoli – 10 members present, 10 yes
- 2. Approve November Minutes M/S/P** – Generoli/Ward – 10 members present – 9 yes, Vuich abstains
- 3. AABA Bylaw Review; including possible Board Member expansion** – **Scott** – New city contract criteria requires the AABA to review bylaws on an annual basis. We would normally do this review during the annual meeting in March, the city requires we do this before the end of 2021. With that said, Mikey and Shayna have met as the bylaw review committee and have suggested that we create a seat for a Community Committee member. **Mikey** – This seat could be a community liaison with full-voting power, or ex-officio who will not have a vote. **Doug** – Are we taking away an existing seat or adding a new seat? **Scott** – Bylaws state that you must be a business owner. A few years ago, the city said that property owners need to be represented on the board because of the MAD contract. The city said we don’t have to change our bylaws to include MAD representation, but at this time, we can also change the bylaws to include them as members. **Russ** – 15 is sufficient, let’s try for a community member, if one is not chosen, we will take another business owner. AABA voted to have one of the

15 board members elected as an at-large community member with full voting power. If no at-large rep is chosen, the seat will be given to an AABA member. Kessler will bring draft bylaw change to next BOD meeting.

M/S/P – Knab/Mason – 10 members present, 10 yes

4. **AABA meeting times** – **Mikey** - Shayna brought up the start-time of these meetings, and how they may be viewed as a deterrent to possible new board members, especially those who are working parents. Can we talk about changing the start time? **David** – I am in the same boat; I also drop off kids which often makes me late for these meetings. **Doug** – If we start later it will interfere with business owners who open by 10am. **Ryan** – Can we make these meetings more accessible on Zoom, maybe more business owners and community members would join the meeting if it was more accessible on Zoom? **Mikey** – How do you guys feel about opening the meetings to more people via Zoom? **LT** – I think it is long overdue. **Scott** – We would need to figure out how to have a second camera, besides the laptop for a better zoom experience.

G. Discussion Items

Adams Avenue Spirit Stroll Recap– **Scott** – This was the quickest we ever sold out for this event! We heard from businesses in Kensington that they only gave 250 tastes of the 500 tickets. We need to figure out a way to entice more people to venture that direction. Maybe by adding an extra hour, or more stops in Kensington? **Doug** – Are there any other businesses in Kensington that can participate? **Mikey** – Maybe doing a pop up with vendors in the park. **Ryan** – What about adding a stage over there, like Alive? **Dave** – Maybe we can invite our home-based businesses to participate in the pop up? **LT** – By adding an extra hour people would have more time to get to more businesses, and maybe even do more shopping. **Nicki** – I spoke with Petey and she said Kiko and Sven did 25% less business than years prior. **Dave** – I say start an hour earlier and extend the event to 1pm to 5pm and sell 100 more tickets. **Scott** – We can't sell more tickets if we don't expand the event. **Dave** – We made money on the event this year. **Scott** – Yes, we made \$4,000. **Mikey** – I am happy expanding an hour. **Mick** – Yes, that is a good idea, expanding an hour. **Scott** – We have an irate service industry business owner who is upset that she could not be part of the event. She has put out negative posts and emailed 5 times. I keep responding in a professional manner, she just gets more upset. **Ryan** – We don't have an event that is inclusive of the service industry. **Scott** – We tried a 'Cuts for Kids' event geared towards getting business into the salons and barber shops. **Mikey** – Ask her for her ideas of how to help the service industry. Any business can put a table out and promote their shop. Speaking of getting more business during the SS, what if we have patrons vote on their favorite treat or spirit? They can vote via text, that is how they do it at SoNo when voting for the best chili. Board sent it to Promotions Committee for further fine-tuning, but agreed that the event should expand by one hour with 600 vs 500 tickets.

H. Committee Reports

1. Promotions/Business Planning & Development Committee –*Shayna & Ryan*- report referred to Scott's staff report
2. Finance/Executive Committee - *Doug & Dave*- **Dave** – We are better than where we expected to be. We just received \$9,500 from US Bank. We will donate \$5,000 of that to the mural project. AABA will break even by the end of the year. We were having a cash-flow issue, getting low in our operating account because the PPP proceeds which we've already booked were in a different bank than our operating account. We decided to close the CA. Bank & Trust account and deposited \$42,000 into the Wells Fargo account. We are still owed 5 months of MAD reimbursements from the city, we have not received anything since June '21, we are owed close to \$20,000.
3. Executive Committee – **Mikey**- The time of holiday snow event has been moved one hour earlier than year's prior. It will be held from 12:00pm to 3:00pm. There will be Hot Cocoa provided by Ponce's and peppermint Ice cream provided by Moosie's. There will also be snow in Kensington Library Park. Unplugged is coming up on 4/30/2022. Has Steve began booking bands yet? **Scott** – yes, Julia updated the website under contact info to include Steve's email and the dates to submit for Unplugged 2022. Annual meeting is coming up on January 25th, 2022, we are still looking for an outdoor space to use. During the meeting we will be presenting Phil an award for his 30 years of service on the board. Parking meters are going on 30th Street all the way up to Adams Avenue. **Doug** – Has the parking district done any research to see how merchants feel about metering Adams Avenue for Adams Avenue? **Scott** – We can send out a survey to see how people feel about it. New meters do not all have to be restricted to the same time-length. We will provide reading materials to weigh the pros and cons. **Gary** – El Cajon Blvd views curb parking as real estate, they did a survey and it was split evenly into thirds, one-third said yes to meters, one-third said no, and one-third did not care. **Scott** – the community parking districts receive 40 % of the proceeds generated by the meters. **Ryan** – Putting in meters is for the sole purpose of making money, I think

the time limits we have in place are already working just fine. **Russ** – Aren't we talking about this in Executive Committee? **Mikey** – yes, let's move on.

I. Staff Report

Holiday on the Avenue – Is this Sunday, 12/12 from 12:00 to 3:00pm **MAD contract** – Should be coming along shortly. **US Bank** – We received \$9,500 from US Bank; we should be receiving another \$9,500 after the new year.

Kaleidoscope Mural – We are donating \$5,000 of the US Bank money to the mural project. We are halfway to our \$50,000 goal! **January Annual AABA Meeting** – is on Tuesday, January 25, 2022.

Kensington Holiday Tree – The tree was lit the day before Thanksgiving, and a timer is set to light the tree from 5:00pm to Midnight.

J. Adjournment at 9:29am__. **M/S/P** –McPheeters/ Generoli- 10 members present, 10 yes

Next meeting: January 25th Annual Meeting - 8:00am

Respectfully submitted, Julia Sanchez