



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
April 5th, 2022 @ 8:00am**

Members Present: Ryan Altman, Dave McPheeters, Doug Generoli, David Harding, Nicky McGreevy, Mick Ward, Lisa Johnson, Derith Mason

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

Guests: Norma Stafford, Adam Deutsch, Meredith Walton, Rachel Strueber, Denise Jackson, Steve Kader

A. Call to order: 8:05am by Dave McPheeters

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment –

Public Comment: Dave M- There is a big estate sale happening in Pt. Loma Fri/Sat from 9am to 12pm

E. Guest Speakers:

F. Action Items

1. **Approval of February Financial Reports M/S/P** –Generoli/Harding – 8 members present, 8 yes
2. **Approve February Minutes M/S/P** –Altman/Generoli – 8 members present, 8 yes
3. **Elect 2022 Officers M/S/P** –Ward/Generoli – 8 members present, 8 yes

G. Discussion Items

1. **Goals – Scott** - Create and execute a new Summer Market to benefit the Normal Heights area, have more diversity on the BOD. **David H.-** A new market that will give us diversified revenue other than relying on Street Fair income, would also like to see Art Around Adams make a return. **Doug** -Bring back mixers. **Lisa J.-** Would like to see more businesses represented from the west-side of the AABA district. **Derith** – AABA to be more involved with the R&R Marathon. **Ryan** – Would like to see Art Around Adams return. **Denise J.-** A promo to showcase all the salons, spas, and massage shops in the district. Mick – Mixers need to come back, something needs to be done about the parking situation.
2. **Mars project – Scott** - The old Dimille’s spot has been sold and the early-conceptual plans are as follows: 170 units, 2/3 of the block is owned by the developer, this is the most expensive land ever sold on Adams Avenue. The building will be 83 ft. tall, there will be low-income units available, 100 spaces of underground parking. There has been resistance from the immediate community. **Ryan & Derith** are concerned with impact to parking in the neighborhood. **Ryan** – wants to wait and see what happens once they submit for permitting. Does not want to oppose new possible storefronts in the neighborhood. **Derith** – Adams Ave. does not have the infrastructure to support the new building, if AABA doesn’t take a stand we could be setting a precedent. **Adam-** Does not think this project is worth supporting without the correct infrastructure.
3. **Board vacancies- Scott** – There are 2 spots remaining on the BOD. We will have a secret ballot election during the next BOD meeting in May. **Rachel S.-** Owner of Salon Bordeaux & a loan officer. She would like to be more involved in the community. **Denise J** – Prior BOD member. Denise currently manages SUBUD on Adams Avenue.

H. Committee Reports

1. Promotions/Business Planning & Development Committee – Refer to Scott’s staff report
2. Finance/Executive Committee – (Doug G./ David H.) – Street Fair booth payments are coming in steady; we are currently ahead of where we were at this point in 2019.
3. Executive Committee – Refer to Scott’s staff report.

I. Staff Report Scott – TOT score – We received a 3+ on our TOT score, same as all the other BID’s. 20-page grant we will find out what we will receive in funding in June. Last year we received \$15,000. **SF permit, and price increases** – Fees for all contract labor have risen. We are now being quoted almost double from what we paid pre-pandemic for stage & sound. **Unplugged** – Reader ads will begin next week. **Summer Market** – We have an appointment on Thursday to talk to the Park & Rec Department about permitting. **30th St parking-** We have a valet program on Adams four days a week now, Wednesday through Saturday. We are looking at adding valet around Felton to help with the congestion.

J. Adjournment at 9:29am __. **M/S/P** –Altman – 8 members present, 8 yes

Next meeting: May 3rd, 2022 - 8:00am

Respectfully submitted, Julia Sanchez