



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
March 1st, 2022 @ 8:00am
Abbreviated minutes due to COVID-19**

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

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

Guests: Benny Cartwright, Geof Lippert, Dave Dennis, Sean Karafin, Steve Kader, Gary Weber

A. Call to order: 8:09am by Mikey Knab

B. Introductions:

C. Additions/Deletions to Agenda:

**D. Announcements/Public Comment –
Public Comment:**

E. Guest Speakers: Benny Cartwright – I am filling in for my colleagues Carolina Chavez, who is our Director of Business policy and Marcella Miranda who is leaving our office for a new opportunity, we will be announcing their new representative soon. Reach out to Benny Cartwright council district 3 for information on Council District 3 forums at <https://www.sandiego.gov/citycouncil/cd3/cct>. Also, the Council is taking up the street vending ordinance today at the council meeting that begins at 10am for closed session public comment and council resumes at 2pm.

Sean Karafin – Gave an update on budgets for BID and MAD. SIP applications are now being accepted.

F. Action Items

- 1. Approval of January Financial Reports M/S/P** –/– 11 members present, 9 yes, 2 abstain
- 2. Approve January Minutes M/S/P** –/– 11 members present, 11 yes
- 3. Motion to nominate the following individuals to the Board of Directors election 3/22/22** -Dave McPheeters, Doug Generoli, Russ Vuich, David Harding, Niki McGreevy, Geof Lippert and Dave Dennis **M/S/P** -/- 11 members present, 11 yes

G. Discussion Items Refer to Scott's staff report

H. Committee Reports

- 1. Promotions/Business Planning & Development Committee** –*Ryan*- We spoke of the new monthly market beginning on Saturday, May 28th, and running every last Sat of the month until August 27th.
- 2. Finance/Executive Committee - Doug & Dave - Doug** – It is going to be a challenging year. Last year we received close to \$60,000, including the PPP from the state of California. **David H.**–What we want to do is to make sure we are on track to break-even under normal circumstances (i.e., having the street fair, and then no gain/loss on the investment account). We are excited about the addition of the new Summer Market, as a way to diversify our revenue so we are not so dependent on the Street Fair income.
- 3. Executive Committee** – *Mikey* – Refer to Scott's staff report

I. Staff Report Scott – Vendor Brochures – Were sent out on Feb 15th, 13 days earlier than in 2019. Booth sales are on -track at \$18,500. We eliminated the \$50 deposit for booths that was charged for the cancelled '21 event. **Kaleidoscope Mural** – In the past 7 months we have raised \$27,500 out of the \$50,000 goal! \$5,000 of that came from selling bags made from Business District banners. **TOT Grant** – We submitted our TOT grant application in February. TOT

funding was previously cut pre-pandemic. **Brigg's lawsuit** – Settled the lawsuit for \$50,000 after 6 years. **Adams Unplugged** –There are 21 venues confirmed for Unplugged this year. We have secured John Doe from the band X as the headlining act. Ponce's Mexican Restaurant will provide food for the beer garden. **Annual Breakfast meeting** – The Ould Sod will host the breakfast this year from 8:00am to 9:30am, with Hanna's Gourmet catering. **New monthly Market** – Will be a summer market that will take place the last Saturday of the month from May – August 2022. NPPG – This evenings planning group meeting (March 1st) will be attended by a rep from the DiMille's property

J. Adjournment at am __. **M/S/P** –Knab - 10 members present, 10 yes

Next meeting: April 5th, 2022 - 8:00am

Respectfully submitted, Julia Sanchez