



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
June 7th, 2022 @ 8:00am**

Members Present: Ryan Altman, Dave McPheeters, David Harding, Nicky McGreevy, Russ Vuich, Lisa Johnson, LT Lanham, Mick Ward, Dave Dennis, Rachel Strueber, Derith Mason, Geof Lippert

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

Guests: Phil, Linsson, Mike Magers, Mark Walton, Steve Kader, Gary Weber, Susan Redlands

A. Call to order: 8:09am by Ryan Altman

B. Introductions:

C. Additions/Deletions to Agenda:

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

E. Guest Speakers: Jenny Hall- Scott – Jenny could not make it this morning. She did send one break-in report - Commercial burglary at 3539 Adams Avenue (Exclusive Smoke Shop) on 06-01-22 at 12:35 a.m. Suspect forced entry to business and stole products from inside. Suspect description from video is a black male, around 6 ft and 180 lbs. and wearing dark clothing.

F. Action Items

1. **Approval of April Financial Reports M/S/P** –Generoli/Altman – 12 members present, 12 yes
2. **Approve May Minutes M/S/P** –Harding/Ward 12 members present, 12 yes
3. **Approve 2021 Audit M/S/P-** Altman/Harding 12 members present, 12 yes
4. **Approve letter to the City re: MARS Project M/S/P-** Vuich/Harding 12 members present, 12 yes

G. Discussion Items

1. **Street Fair Challenges – Scott-** We are starting to see a lot of new and rising charges coming from the City of San Diego for special events. In a normal year we would NET upwards of \$90,000, worst-case scenario this year we could bring in as little as \$20,000. So far, we have seen cost increases from our stage supplier, sound engineer, the Fire Department upped their price as well. In 2021 we received a bid from Kleege for 5 stages totaling \$11,500, this year we have cut the number of stages to two (2) at a total of \$10,500! We are now required to have a Fire Marshall on standby (\$200/hr.), 2 EMTs, a nurse and two (2) rigs on standby. Police fees will also begin to increase over the next six (6) year period. **Doug** – We hoped to break-even in 2022. But, with so many unknowns, I don't think the AABA will break-even in 2022 because of the City. **David** – Raising prices on events is something we should do or cut expenses. **Scott** -We should raise booth fees. The BOD has been hesitant to do so. I agree with David, raise prices, or cut expenses.
2. **R&R Marathon** – The organizers have been slow to pick up their equipment. I will send them an email today.

H. Committee Reports

1. Promotions/Business Planning & Development Committee (Ryan)– Ryan reported that everything discussed at committee has already been discussed at this meeting already or will be mentioned in Scott's staff report.
2. Finance/Executive Committee – (Doug G./ David H.) – Doug spoke of the Finance Committee meeting earlier in this meeting.
3. Executive Committee – (Ryan) – Committee is pushing to get this MARS letter written.

I. Staff Report - Scott – Second Year of Required BOD Trainings- This year we will have a bunch of BIDs do a workshop together, \$90 per person. We will email prospective dates to BOD to pick from. **Taste of Adams Avenue-** Taste is coming up on Sunday, June 26th. We have 39 restaurants participating this year. **Great SD Scavenger Hunt-** This event has been postponed until August. This is a BID Alliance fundraiser coordinated by McFarland Promotions. **May Tree Trimming-** We trimmed \$6,000 of trees on the Avenue.

J. Adjournment at 9:22am__ . M/S/P –Generoli/Mason – 12 members present, 12 yes

Next meeting: August 9th, 2022 - 8:00am

Respectfully submitted, Julia Sanchez