



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
December 6th, 2022 @ 8:00am**

Members Present: Ryan Altman, Dave McPheeters, Nicky McGreevy, Doug Generoli, David Harding, Russ Vuich, Derith Mason, LT Lanham, Mick Ward, Rachel Strueber, Tony Carillo

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

Guests: Sean Karafin, Jenny Hall, Gary Weber, Mark Walton, Kelsey Erdmann, Jessica Stieler, Bob Mulkins

A. Call to order: 8:05am by Ryan Altman

B. Introductions:

C. Additions/Deletions to Agenda: Ryan – Please add BOD closed session to the agenda, all members to stay after the regular meeting adjourns. **staff review/payroll adjustment**

D. Announcements/Public Comment –

E. Guest Speakers: Jenny Hall – There was a break in at Home Start offices last week where a known client of theirs broke the front door window. Also, in Ward Canyon a woman knocked into a car's side mirror and the cars occupants, a man & woman, got out and assaulted her. **Scott** – Gave an update on the woman who has been living within the fenced off construction zone in the alley behind 3401 Adams Avenue. **Sean Karafin** – We have completed the next year's budget and the additional MAD funds have been finalized. Now we are working in aligning the contracts across the board.

F. Action Items

1. **Approval of October Financial Reports M/S/P** – Generoli/McPheeters – 11 members present, 11 yes
2. **No Minutes to Approve/Annual BOD Retreat in Nov**

G. Discussion Items

1. **Spirit Stroll Review** – **Scott** – This event sells out every year, we could sell more tickets, but that may put more strain on the servers. Any input on the event is welcome at this time. **Rachel** – We had a great day at Salon Bordeaux, we did more in retail sales than on a normal Sunday. **Doug** – Participants get really into the holiday spirit! **Scott** – Kensington only gets 200-250 visitors on that end of the event; we will work on getting more people down to that stretch of Adams. We had 23 stops this year! **Kelsey**- How does Blossom Organic get involved? **Scott** – Reach out in Sept/Oct for info on the November event. **Dave M** – This event brought over 400 people to my store; without this event we only get around 30 on a regular Sunday.
2. **AABA Mixer Review** – **Scott** – I think Derith did an amazing job coordinating the silent auction. **Derith** – I thought may be next time we can have people buy raffle tickets and then have a drawing for the items? **Scott** – A lot of people came just out of curiosity to see the interior of the Adams Avenue Theater, which has been selected to host the touring Banksyland event, it starts next week.
3. **Assessment District Expansion** – **Ryan**- Is there more info than what has already been given to us? **Scott** – The Executive Committee has already approved \$1,000.00 for MAD consultation. It takes about a year and a half to complete the process to form a new MAD. **Sean** – It would be better to start the process sooner rather than later. We are happy to provide any info you need with working with the City Attorney's office.
4. **D&I Online Training** – **Scott**- We have 9 completed worksheets. 7 are missing, please turn in by next week.

H. Committee Reports

1. Promotions/Business Planning & Development Committee (Ryan)– Refer to Scott's staff report
2. Finance/Executive Committee – (Doug G./ David H.) – **Doug** – We discussed finances in 2023. We spoke of increases to staff salaries. We have filed for an employee tax credit, which will help. Staff has also said that we can make more money by upping vendor fees.
3. Executive Committee – (Ryan) – Refer to Scott's staff report.

I. Staff Report – Employee Tax Credit –We have retained a CPA firm to apply for the Employee Tax Credit and will receive an estimate of the credit in approximately one week. It could take up to 6 months to receive the credit from the Feds. **Holiday on Adams** – Sunday, December 11th at Kensington Park. We will not have Santa this year, due to health concerns. There will be free cocoa and ice cream. Later in the day is the Ken-Tal Bike Ride. Also, this year is the Normal Heights Community Association’s Community Bike Ride on December 10th. **Holiday Tree Lighting** – The tree lighting was on November 23rd. Three-hundred community members come out to see the tree lit up. **Annual Meeting** – We are planning to hold the Annual Breakfast meeting at the end of January or beginning of February. **No Jan BOD Meeting** – There will not be a January BOD meeting. **Kensington pear tree replacement** – The community group, Garden Angels, is working on the selection of 4 different tree species to replace the diseased pear trees.

J. Adjournment at 9:07am __. **M/S/P –Ward/Lanham** – 11 members present, 11 yes

Closed Session: staff review/payroll adjustment.

Next meeting: No January 2023 BOD Meeting

Respectfully submitted, Julia Sanchez