



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
March 7, 2023 @ 8:00am**

**Members Present:** Ryan Altman, Dave McPheeters, Nicky McGreevy, Doug Generoli, David Harding, Derith Mason, Mick Ward, Meredith Walton, Devon Jina

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

**Guests:** Carson Lambeth, Ben Mendoza, Jenny Hall, Gary Weber, Latrell Crenshaw, Christopher Gris

**A. Call to order:** 8:04am by Ryan Altman

**B. Introductions:**

**C. Additions/Deletions to Agenda:**

**D. Announcements/Public Comment –**

**E. Assessment District Presentation: Carson Lambeth, VP of Business Development w/ CIVITAS – Scott –** AABA solicited CIVITAS to help consider re balloting the Assessment District, which is a year-long process. There has not been an increase in fees since the early 90's. **Carson –** Spoke of the pros and cons of creating a PBID vs a new MAD District as a tool to create funds for the District to benefit the payers, and the endless possibilities of what can be funded by both types of assessment districts. **Derith –** Can you give examples of other MADs/PBIDS? **Scott –** Downtown Partnership is a PBID, all other San Diego BIDs have MADs. AABA's BID/MADs were created in the 80's and 90's. Our MAD covers trees, trash cans, graffiti abatement and décor on the Avenue, we don't have enough money to do more under the current assessments. **Dave McPheeters –** Can property owners be further assessed for projects? **Carson –** No. Property owners would know up-front what the fees will be. **Scott –** There are also some disadvantages to starting and maintaining a PBID, such as holding a re-election. **Carson –** Another downside to PBID is the petition drive needs 50% to pass vs a MAD you only need 30% to pass, and the process can take 8 months to a year, which some people like. **Scott –** The City would rather us do a MAD vs PBID. **Latrell –** There are a lot of neighborhoods considering a MAD at this time, which might now allow the department to handle additional MAD campaigns currently **Scott –** If we did a MAD, it would be a new MAD, not expanding the five old existing MADs. **Doug –** Would all other MADs be gone? **Carson –** Yes, but we would need to make sure the services don't overlap. **Ryan –** A MAD sounds much easier and will bring in more dollars. **Scott –** Send to sub-committee and bring back to vote next month. **Latrell –** Let's talk with EDD this week regarding this. **David Harding –** Do we have a clear recommendation from Carson? **Carson –** Ultimately it is AABA's decision. MAD is easier and has worked for AABA already.

**F. Guest Speakers: Ben Mendoza –** Todd Gloria's '24 buget is coming out on April 15<sup>th</sup>. You can find District Budget Priority memos at SDD9.INFO/D9BUDGET. **Latrell –** on March 8<sup>th</sup> new BID budgets go to City Council as item 2 on the agenda. Programs included in the budget are: Outdoor Business Grant (Spaces as Places) of up to \$15,000, which caps at certain levels of construction. Also, the Storefront Improvement Program where businesses can be reimbursed up to \$8,000.00 for construction improvements and offers free design services. **Christopher Gris –** Spoke of the 78<sup>th</sup> District expansion, AB 72, the Solar Panel Recycling Program, and AB 84 Housing Legislation which provides "Welfare Exemption" for property used exclusively for religious, hospital, scientific or charitable purposes and owned by certain types of non-profit entities. **Jenny Hall –** There will be a meeting regarding the new Streetlight Camera Ordinance and electric license plates on March 8<sup>th</sup> from 1 – 3 pm located at 4310 Landis Street.

**G. Action Items**

- 1. Election of 2023 Board Officers –M/S/P** McPheeters/Ward 9 members present, 9 yes
- 2. Approval of December Financials M/S/P –** Generoli/McPheeters – 9 members present, 9 yes
- 3. Approve January Financials M/S/P –** Generoli/ McPheeters – 9 members present, 9 yes
- 4. No December Minutes to approve**

**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 lost \$10,000 on January financials, \$5,000 of that was to pay an attorney to file the Employee Tax Credit.
3. Executive Committee – (Ryan) – Refer to Scott’s staff report.

**I. Staff Report – Vendor Income** – Vendor income is at \$30,000 in the first week of sales vs \$15,000 in '22. **Employee Tax Credit** –AABA paid \$5,000 to Bonk, Cushman, Eagle and Garcia to file the Employee Tax Credit paperwork. Expected to receive check from FEDs in the upcoming months. - **\$10,000 short-term loan repaid** –AABA repaid the short-term loan that was received in January '23 - **2 Board vacancies** – There are currently 2 Board vacancies, lets get the word out to see if there are any interested business or property owners looking to join. **Kensington pear tree replacement** – The arborist for the City received our tree planting permit request. AABA will plant 60 trees over a 2-year period with 3 different species.

**J. Adjournment at 9:07am\_\_ . M/S/P –Ward/Generoli** – 9 members present, 9 yes

**Next meeting: May 2, 2023**

Respectfully submitted, Julia Sanchez