



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
May 2, 2023 @ 8:00am**

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

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

**Guests:** Sean Plaisted, Ben Mendoza, Lauren Castro, Gary Weber, William Dawson

**A. Call to order:** 8:07am by Ryan Altman

**B. Introductions:**

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

**D. Announcements/Public Comment**

**E. Guest Speakers: Jenny Hall SDPD** – Gave an update on crime in the District. An arrest was made on the 3600 block of 34<sup>th</sup> Street, where a suspect was arrested for manufacturing ghost guns inside their apartment. There was a break-in at Triple Crown Pub on April 18<sup>th</sup>. Scott gave an update on the unhoused individuals living in Adams Park.

**Sean Plaisted, EDD Rep** - Gave an update on the exemption for using the green cans that Environmental Services is working on for area BID's. A workshop for BID managers on how to navigate the exemption process is being created. **Scott** Commented on the departments budget going to Council and that SBEP is proposed being reduced to \$750,000 from \$1.2 million. **Sean** responded that the department supports funding SBEP, but that City-wide budget cuts were mandated.

**Ben Mendoza, CD9 Rep** gave information on 3 budget forums being held on May 14<sup>th</sup>, May 15<sup>th</sup> and May 20<sup>th</sup>.

**F. Action Items**

- 1. Approve March Financials** –M/S/P Generoli/Ward 9 members present, 9 yes
- 2. Approve April Minutes M/S/P** – Ward/McPheeters – 9 members present, 9 yes
- 3. Motion to approve \$50,000 contract with CIVITAS for MAD campaign M/S/P** – McPheeters/Generoli– 9 members present, 8 yes, 1 abstention
- 4. Motion to accept Lauren Castro to fill BOD vacancy M/S/P** – McPheeters/Generoli-9 members present, 9 yes

**G. Discussion Items**

**1. Street Fair title sponsor-** **Scott** explained that the potential Adams Avenue Street Fair (AASF) title sponsor, the Farmers Cup (FC) are organizers of marijuana events. For the street fair, Adams Avenue Business Association (AABA) will receive a \$30,000.00 sponsorship and supply FC with 18 10x10 spaces on the “C” block in front of the Adams Avenue Theater for merchandising that is allowed to all ages. The FC contracts with cannabis companies to participate in their proposed awards ceremony that will be held inside the Adams Theater for 21 and up patrons who will pay a \$5 entry fee to enter the exhibit. Smoking or selling marijuana on premises is not allowed by law or being proposed, but exhibition of 21 and up products. **Ryan** Asked if there was any hesitation from the BOD?

**Derith** Asked if having those types of vendors present would cause a security risk during the street fair?

**Mick** (directed his question at Jenny Hall (SDPD)) Does PD have an opinion? **Jenny** responded that they

do not, just to try to get the point across with posted signage that the event is a no smoking event. **Scott**, in turn said that there will be signs, and the FC will need their own security for the Theater.

#### **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 – March financials look good, huge revenue coming in from Street Fair vendor booth sales.
3. Executive Committee – (Ryan) – Refer to Scott’s staff report.

**I. Staff Report - Mediation settlement with Salgado claim** Today Scott has to leave the BOD meeting at 9am for a Zoom mediation/settlement conference for the Salgado claim. Also in attendance will be attorneys representing the AABA’s insurance company, Beer Fish insurance company and the injured Salgado party.

**Adams Avenue Unplugged** – We are waiting to hear from the bookkeeper on the final P&L for Unplugged. Scott is hoping that we broke even on the event for the first time. We sold 300 VIP tickets and 250 tickets for the headliner, Dave Alvin. - **Streetlight repairs** We were able to get the City to repair about half of our 20 streetlights that have been out of commission right before the Unplugged event. –**Street Fair vendor sales** Vendor booth sales are up 3x’s where we were this same time last year – **Taste of Adams Avenue** AABA staff has begun recruiting restaurants for this year’s Taste of Adams.

**J. Adjournment at 9:00am** . M/S/P –**McPheeters/McGreevy** – 9 members present, 9 yes

**Next meeting: June 6, 2023**

Respectfully submitted, Julia Sanchez