



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
July 11, 2023 @ 8:00am**

Members Present: Ryan Altman, Dave McPheeters, Doug Generoli, Derith Mason, Devon Jina, Lauren Castro, Mick Ward, Russ Vuich

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

Guests: Officer Jenny Hall, Rachel Strueber, Meredith Walton, Ben Mendoza, Sean Karafin, Sean Plaisted, Karen Barnett

A. Call to order: 8:06am by Ryan Altman

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment

E. Guest Speakers: Officer Jenny Hall (SDPD)- Officer Hall gave an update on a break-in at Adams Car Wash on the morning of June 28th. Two suspects broke into the payment system on the property. On July 7th there was an altercation at the Ould Sod, where a man attempted to enter the bar while brandishing a gun. He took off on foot when police were called. He was later arrested after returning to the bar. Officer Hall also had info on two separate instances of suspects shooting out windows of Adams Ave businesses, they currently do not have any suspects. **Rep. Ben Mendoza-** Ben updated us on the Street Preservation ordinance, which will hold contractors accountable for damage they cause, by collecting greater fees. Ben also spoke of an extended deadline for the Infrastructure priority survey ([link https://www.sandiego.gov/planning/programs/work-programs/infrastructure-prioritization-engagement](https://www.sandiego.gov/planning/programs/work-programs/infrastructure-prioritization-engagement)). This survey asks the community to give their input on what infrastructure projects they want to see in their neighborhood. The new deadline to complete the survey is July 31, 2023. Also, a recent traffic survey on Adams and West Mountain View Dr. has been evaluated and the traffic engineers are suggesting traffic calming by way of a flashing crosswalk at the West Mountain View, Adams Avenue intersection.. **Sean Plaisted (EDD)-** Sean said that the pending FY'24 agreements are coming along and AABA's is looking good, just need to submit June's packet by July 15th.

F. Action Items

1. **Approve May Financials** –M/S/P Generoli/McPheeters 9 members present, 9 yes
2. **Approve June Minutes M/S/P** –Ward/Generoli – 9 members present, 9 yes

G. Discussion Items

1. **Taste of Adams Avenue recap- Scott Kessler (AABA)-** We made \$7k more than we did last year, we had 60 no-shows, they bought tickets and did not pick them up from will-call. A few of the newer restaurants ran out of food early, and there were a few restaurants who said they served almost 1,000 tastes! **Devon (Heights Market)-** We had a great day and served around 850. **Karen Barnett (Ponce's)-** It was very busy, we served around 700! **Scott-** This event is a great marketing tool for the Avenue, especially with the coverage from the Union Tribune and the SD Reader.

H. Committee Reports

Promotions/Business Planning & Development Committee (Ryan)– Refer to Scott’s staff report.

1. Finance/Executive Committee – (Doug G./ David H.) – **Doug Generoli** AABA lost \$17,000 in May. We paid the auditor, CIVITAS, insurance. As we go into spring and summer the income fluctuates. We received \$44,000 in ETR money from the IRS. Overall, it will be a good year if Street Fair goes as projected.
2. Executive Committee – (Ryan) – Refer to Scott’s staff report.

I. Staff Report – Street Fair Update- We are expecting the sponsorship money from the Farmers Cup by July 15th. U.S. Bank has also reached out for sponsorship opportunities, so they might come in as the presenting sponsor. All press for the street fair will go out on August 7th. **Paint touch-up-** For the past couple of weeks, we have had a contractor out on the street touching up black paint on 250 light poles, 40 trash cans and 60 bike racks. **Kensington tree replacement-** In February, we put in a permit application to the City’s Arborist, and we never heard from him. So, in March we reached out again, and he had no recollection of our application coming in. We then resubmitted the application in May. It has now been 6 months and we are still waiting approval. Ben Mendoza and EDD offered to reach out to the City’s Arborist to help move things along.

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

Next meeting: August 1, 2023

Respectfully submitted, Julia Sanchez