



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
December 5th, 2023 @ 8:00am**

Members Present: Ryan Altman, Dave McPheeters, Doug Generoli, David Harding, Russ Vuich, Meredith Walton, Lauren Castro, Derith Mason, Tony Carillo, Mick Ward, Nicole McGreevy

Staff: Scott Kessler, Executive Director

Guests: Andrew Ferbert, Rhea Aguinaldo (EDD)

Present on Zoom: Julia Sanchez (AABA Assistant Director), Jenny Hall, Sara Al-Agha (Dist. 9 Rep.), Jim Baross

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

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment – Andrew Ferbert- Attended the meeting representing his wife, Heather Ferbert, who is running for San Diego City Attorney in 2024. <https://www.heatherferbert.com/>

Jim Baross – Thanked AABA for making meetings available and transparent. Also thanked AABA staff for making the neighborhood a welcoming place.

E. Guest Speakers: Jenny Hall – Neighborhood Policing has been trying to keep up on the reports of unhoused people living in Adams Park and Ward Canyon Park. There have also been a lot of tagging reports (MDLS “Mexican Demon Locos”) graffiti and gang officers are aware of them. Keep filing reports and documenting. **Scott Kessler (AABA)** - Thanked Officer Hall and the PD for the great job keeping up with the issue of homeless at the park. **Sara Al-Agha (Dist. 9)** City of SD is accepting applications to serve on the Commission on Police Practices. The deadline to submit nominations and applications is Wednesday, December 13, 2023. You can apply online at <https://www.sandiego.gov/cpp>. The next update is that the Transportation office will be repairing streetlights in January 2024. If there are any lights out in your neighborhood, report them on Get It Done and send Sara the report number to make sure the Transportation Dept. gets to them. The last update is that the mayor’s (Todd Gloria) Housing 2.0 is coming back to Council next week. It will include 10 wide-ranging housing policies: bigger family housing, allowing more homes on publicly owned land, will expand the Complete Communities Program, and creates new anti-displacement measures. **Rhea Aguinaldo (EDD)** – It is budget season for the BIDs. Information for the draft budgets for the BID have been sent out

F. Action Items

- 1. Approve October Financials** –M/S/P Generoli/Harding 11 members present, 10 yes, 1 Abstention
- 2. Approve November Minutes** – M/S/P Vuich/McPheeters 11 members present, 11 yes

G. Discussion Items

- 1. CIVITAS** – City staff informed us last week that they cannot get their portion for the new MAD formation completed before the end of this fiscal year. We will be elongating the timeline and will now complete the process in the summer of '25 instead of in the summer of '24.

2. **DEI training – Scott (AABA)** – As stated in the last two meetings, completing the DEI trainings and filling out the form are due by the end of December. Getting a 6-month extension to our BID contract is dependent on many things, and having the board complete the DEI training before the end of the calendar year is one of them.
3. **Spirit Stroll** – The final finances are not in yet, but we made \$2,500.00 more than we did last year because we raised the ticket price. Thanks to Spirit Stroll we can guarantee 500 people out on the Avenue on Small Business Saturday. **Doug Generoli (AABA)** spoke of his experience as a Spirit Stroll volunteer and mentioned that AABA staff is doing a great job promoting the Avenue. Derith Mason (AABA) updated on Sycamore Den’s set up inside her shop, Artistic Florals. **Meredith Walton (AABA)** suggested working with the participating bars/restaurants and having discounts listed on the actual Spirit Stroll ticket. **Derith Mason (AABA)** agrees with Meredith and said that she puts coupons for attendees to come back to the store and shop later. **Scott Kessler (AABA)** said that he spoke with a few of the bars serving and they are only giving away between 350-425 drinks. Scott believes that we can possibly sell 100 more tickets and still not go over the 500 servings. **Dave McPheeters (AABA)** said that his shop, Zac’s Attic, had 100 less people come through than last year.

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 (AABA)** – The finance committee had to postpone the meeting due to the need for financial statement edits. In general, we are in great shape. Though, we did have \$57,000 in street fair sponsorship money that helped. **Scott (AABA)** – As of now, we don’t have any signed contracts for sponsorships in ’24, but I assume we are going to repeat our sponsorship level. **Dave McPheeters (AABA)** – Can I ask what the resolve was for the source of the \$20,000 check we received? **Scott (AABA)** – We received an ACH payment from the City, which we do on a regular basis, but it was not a code we recognized. It was 85 % of our Commission For Arts and Culture award.
3. Executive Committee – (Ryan) – Refer to Scott’s staff report.

I. Staff Report: Kensington tree permit- We have received permission from the City of San Diego to replace the diseased pear trees in Kensington. We will start the planting after the first of the year, they will be planted in stages. **Lamppost garland installed-** We have resumed hanging red garland on the lampposts down Adams Avenue. We skipped 2 of the last 3 years, due to Covid. **Holiday Tree Lighting-** We held the tree lighting in Kensington Council President Sean Elo Rivera was in attendance, as well as Congresswoman Sara Jacobs. The lights are on every night from 5pm until midnight and will be on until January 2nd. **AABA Annual Meeting-** Will be at The Vibe on Tuesday, February 6th, 2024. **AABA Board openings-** We have three spots open on the Board of Directors because we had a resignation. The Executive Committee is acting as the recruitment committee. We will be notifying the board members who are up for reelection this year, if anyone is not interested in continuing their participation on the Board, please let us know at that time. If anyone has colleagues who have a business on the Avenue, now is the time to get us those names and we will reach out to them. Ryan added that if there are any Board members who would like to be part of the nomination process to reach out to Scott. **New Street banners-** Will go up in January, we try to get them up the same week that we take the red garland down. **Holiday on Adams-** This weekend is the snow day in Kensington Park. We are bringing in 8 tons of ice that is shaved into snow. There are usually 400 people there throughout the day. We are bringing back Santa for pictures with the kids. He will arrive via a reindeer-

drawn Model-A Ford that is stored in Kensington. This year Ponce's Mexican Restaurant is going to be serving the complimentary hot cocoa from their restaurant down the street from the park. Also, Clem's Bottle House has provided complimentary filled candy canes for the kids.

J. Adjournment at 9:07am__ . M/S/P – McGreevy/Ward

Next meeting: December 5, 2023

Respectfully submitted, Julia Sanchez