



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
January 9th, 2024 @ 8:00am**

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

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

Guests: Stacy Fuerte (Modrn Medicin)

Present on Zoom Jenny Hall, Sara Al-Agha (Dist. 9 Rep.), Russ Vuich, Rhea Aguinaldo (EDD)

A. Call to order: 8:03am by Ryan Altman

B. Introductions:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment –

E. Guest Speakers: Jenny Hall – Officer Hall gave an update on the pedestrian who was hit by a car while crossing mid-block on Adams Avenue between Felton and 33rd Street. El Zarape restaurant's outdoor patio was set on fire by an unknown individual. No other info was available. **Doug Generoli** mentioned the 37 fires that were started by an unknown individual along a stretch of El Cajon Blvd in City Heights over the weekend. **Officer Hall** does not know if the fires are related to the El Zarape fire. There was an attempted break-in at Sukothai Kitchen (2789 Adams Avenue). There is video surveillance of the suspect. The next meeting for SDPD's Surveillance Ordinance will be held at Clark Middle School on Thursday, January 11th at 6pm. SDPD is hosting a Gun Buyback on January 27th from 9am – 1pm at New Vision Church. **Derith Mason (AABA)** asked if Officer Hall had any info on a man who was assaulted by an unhoused man on Adams Avenue recently? **Officer Hall** – Had not heard about the incident but said she will look into it. **Scott Kessler (AABA)** Mentioned that the unhoused woman is back at Adams Park living under the awning at the Normal Heights Rec Center. There is also another man who has returned to staying in the park. Scott asked if there will be more reinforcement? **Officer Hall** said that possible a Stay-Away order would be something to look into in this situation. **Sara Al-Agha (Dist. 9)**- Gave an update on Council President Sean Elo-Rivera's State of The District on January 27, 2024 at Wilson Middle School, and the upcoming Point-in-Time Count happening on January 25, 2024, <https://www.rtfhsd.org/about-coc/weallcount-pitc/>. Also, an update that the pothole on Hawley Blvd is slated to be fixed. Sara also said to reach out to her for help with any issues with water bills. **Rhea Aguinaldo (EDD)** – AABA's 6-month BID contract extension has been granted. Thanks to the Transportation Dept. and Scott at AABA, relocation of the signs and signals on the newly installed pedestrian crosswalk at 42nd and Adams Avenue has been completed. **Scott Kessler (AABA)** – When originally installed, the signs and flashing signals were placed too far away from the street and were blocked by the surrounding trees, which we had trimmed after the poles were moved to their new location.

F. Action Items

- 1. Approve November Financials** –M/S/P Generoli/Mason 12 members present, 12 yes
- 2. Approve December Minutes** – M/S/P Walton/Mason 12 members present, 12 yes

3. FY'24-'25 BOD nominations – M/S/P Lanham/Ward 12 members present, 12 yes

G. Discussion Items

- 1. Annual Meeting – Scott Kessler (AABA)** The invite was sent out for the annual breakfast meeting. It will be held on Tuesday, February 6th at The Vibe from 8am- 9:30am. We have invited Mayor Todd Gloria, Council President Sean Elo-Rivera, Councilmember Stephen Whitburn (District 3), and Rep. Sara Jacobs to attend the event.

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)** – In November AABA made \$47,000 profit, which will drop to \$30,000 by the end of the year. Staff did a great job making AABA's events profitable in '23.
- 3. Executive Committee – (Ryan)** – Refer to Scott's staff report.

I. Staff Report: Kensington tree permit – Tree species are being selected this week. The cost will be more than what we budgeted for; we will be over budget after the first planting. **New Street banners** – The banners are currently being designed and we will have the images soon. **World Design Capital** – We are applying for a grant from WDC, this is a very competitive grant process that the City of San Diego put \$3 million towards. BIDs were written into the program as one of the preferred applicants. We have once again teamed up with UCSD for the "Alleys in Action" project which shows how to transform alleys into usable spaces. **Toni Atkins** – The \$1.5 mil from Toni Atkins to the SD BID's will begin to be distributed in the next FY. **BID contract 6-month extension** – EDD has approved AABA's 6-month extension to the BID contract. **Planter repairs** – Scott and Fausto repaired 2 planters that were trip hazards on Adams Avenue. **New promotional events** – We are exploring the possibility of creating two new events: one geared towards promoting the health & beauty sector and a Halloween event.

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

Next meeting: Annual Breakfast meeting, February 6th

Respectfully submitted, Julia Sanchez