



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

**Members Present:** Ryan Altman, Nicole McGreevy, Doug Generoli, David Harding, Derith Mason, LT Lanham, Mick Ward, Meredith Walton, Lauren Castro

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

**Guests:** Heather Ferbert, Steve Kader, Jenny Hall, Rhea Aguinaldo, Adam Shames

**Present on Zoom** Emily Piatanesi

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

**B. Introductions:**

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

**D. Announcements/Public Comment – Heather Ferbert-** introduced herself as a Normal Heights resident, and she is running for City Attorney. Heather is currently a Chief Deputy City Attorney.

**E. Guest Speakers: Officer Jenny Hall (SDPD) –** Reported a robbery at CVS Pharmacy on February 29<sup>th</sup> at 2am. There is video surveillance, and the clerk got a license plate number. Also on February 29<sup>th</sup> a window was broken at All City Fire on Adams Avenue, a suspect was caught. LT Lanham (AABA) – Asked Officer Hall if there was any information regarding the broken window at 3220 Adams Avenue, she did not have any information and will investigate it. Regarding the unhoused individuals setting up camp outside the Adams Rec Center, she says to keep submitting on Get It Done. The woman was taken into custody and released; she denied assistance. **Emily Piatanesi (Dist. 3) –** Gave an update on the January 22<sup>nd</sup> storm recovery. FEMA deemed January 22<sup>nd</sup> a natural disaster, which opens new resources for people who were affected by that flooding. FEMA has opened a recovery center at the Mountain View Community Center. Emily also informed us that SDPD Chief David Nisleit is retiring after 36 years of service to the SDPD. SDFD Fire Chief Colin Stowell is also retiring after 34 years of service to the city and the SDFD. **Scott Kessler (AABA)-** Thanked the Mayor's office for helping clear Adams pocket-park before the 2023 Adams Avenue Street Fair. He also asked Emily for help with Alley's in Action! The alley being used for this May's event has waves of asphalt at each end of the alley. Scott would like to know if her office has the construction schedule to see if the alley is slated for work. Rhea Aguinaldo (EDD) – The small business emergency grant application is now closed. FY'25 BID and MAD budgets. The BID budgets are now moving to Council approval. Once completed, the MAD budget will be reviewed by EDD who will in turn send it to the assessment engineer, who will then look at land-use changes in the District. Once that is complete, they will send it back to the MAD manager for final calculations.

**F. Action Items**

- 1. Approve December/end of year Financials –M/S/P Generoli/Ward 9 members present/ 9 yes**
- 2. Approve January Financials – M/S/P Lanham/Generoli 9 members present/ 9 yes**
- 3. Approve January Minutes – M/S/P Walton/McGreevy 9 members present/ 9 yes**

## G. Discussion Items

1. **April 2<sup>nd</sup> BOD Retreat – Scott Kessler (AABA)** - It was decided to move the annual board retreat to May 7<sup>th</sup>, instead of April 2<sup>nd</sup>. During this meeting the BOD goes over strategic planning for the next year.
2. **State and City budget cutbacks- Scott Kessler (AABA)** - Both the State and the City are experiencing budget shortfalls. The money that Toni Atkins secured for San Diego BIDs has been held back by the Governor. There may be cutbacks with money AABA receives from the City, as well. **Emily Piatanesi (Dist. 3)** said to keep checking in with the Rep. for Toni Atkins to see if or when the funds may be released. **Rhea Aguinardo (EDD)**- Believed that the Senator Atkins money was moving forward and will check to see if anything has changed. **Doug Generoli (AABA)**- asked if there was any update on SBEP? **Scott Kessler (AABA)** – Answered that in April the Mayor comes forward with the budget then there will be a revision in May, so in the next couple of months we will get a handle on what the City is proposing. **Emily Piatanesi (Dist. 3)**- Offered a link to IBA Budget Crash Course for the public. The City of San Diego’s Office of Independent Budget Analyst will run the course on March 21, 2024, from 5 – 6 p.m. via zoom. This is for anyone who are interested in learning about the budget process.
3. **Adams Avenue parking meter study – Scott Kessler (AABA)** The City will begin a parking meter study of Adams Avenue in September 2024. The study is paid for by the Mid-City Parking District. The study will run down Adams Avenue from Arizona St to Vista Drive, not every block will have meters and we can adjust the time-limit block-to-block. The study is the first step for the City to install parking meters. 2 hr. time-limit meters is what will be proposed, which will open Adams Avenue for consumer parking. Our District will retain 40% of our parking revenue, which we can use to buy bike racks, and other parking-related infrastructure. In the next board meeting we can discuss the possible pros and cons of parking meters on Adams.

## 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)** Finances for January are on target; January is normally a low month for us All the different funding reductions have greatly changed our yearly outlook. If we get the same sponsorship level for Street Fair as we did in ’23, it might be okay. **Scott Kessler (AABA)** – Reported that he has been in contact with both sponsors, and both seem interested in resuming their participation for the ’24 event.
3. **Executive Committee** – (Ryan) – Refer to Scott’s staff report.

**I. Staff Report: World Design Capital grant & demonstration May 18<sup>th</sup>** – We have applied for 2 grants for our Alley’s in Action! collaboration with Sue Pearson (UCSD). The first is the World Design Capital grant, if we receive this designation it comes with some promotional value. We are hosting a 4-hour event on Saturday, May 18<sup>th</sup> with help from the kids at Adams Elementary and Global Visions Academy. In September we will install a mural in that alley and receiving the AARP grant will help greatly.

**Street Fair booth applications** – This was not on the agenda, but we sent out our street fair booth applications a week early this year and sold \$40,000 in booth spaces in the first 10 days. **Kaleidoscope of Butterfly installation week of April 11<sup>th</sup> & dedication TBD** – In 2 weeks it will be installed. We just finished raising the \$50,000 that we fundraised between AABA, the NHCDC, the NHUA, grants and the artists patrons. **Kensington trees** – The trees have been ordered and specs sent to the City. Removal and planting will begin in the next 30 days. **New Street banners** – We are one month behind; we were hoping to have them up in February. **Unplugged April 27<sup>th</sup>** – **Steve Kader (AASF)**- Spoke about the documentary about Lou Curtiss that will be shown Friday night before Adams Avenue unplugged. Steve also

spoke about the paid headliner concert (\$25.00), California Guitar Trio. **Scott Kessler (AABA)** we have 21 venues this year and over 60 bands playing between noon and midnight on April 27<sup>th</sup>.

**J. Adjournment at 9:11 am. M/S/P – McGreevy/Ward**

**Next meeting: May 7, 2024**

Respectfully submitted, Julia Sanchez