



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
July 2, 2024 @ 8:00am**

**Members Present:** Ryan Altman, Dave McPheeters, Nicole McGreevy, Doug Generoli, David Harding, Russ Vuich, Devon Jina, Tony Carillo, Mick Ward, Meredith Walton

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

**Guests:** Steve Kader, Sam Hodgson

**Present on Zoom** Jenny Hall, Roberto Marin, Derith Mason, Lauren Castro, Rhea Aguinaldo

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

**B. Introductions:**

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

**D. Announcements/Public Comment –**

**E. Guest Speakers: Officer Jenny Hall (SDPD)** – There has been an uptick of Get it Done reports coming in for Ward Canyon Park, neighborhood policing has been following up with those reports. Caltrans has been removing encampments along the freeway from City Heights along the freeway. **Mick Ward (AABA)** – Asked Officer Hall’s help in what to do about a man who continues to stand in front of businesses between Felton and 34<sup>th</sup> on Adams Avenue with signs that have derogatory slogans, the man also yells at patrons walking down the street. Officer Hall’s advice was to call the non-emergency line when the man comes back, also to send her video and photos of his past offences.

**Roberto Marin (District 9)** – The influx of homeless in the area was predictable due to the changes in the law that the Councilmember voted against, because of the effects that it would have on District 9 which we are unfortunately seeing now. Caltrans is working their way up the freeway from City Heights pocket park to Ward Canyon Park. Removal of the encampments will be coordinated; every Tuesday they will be posting abatement and every Wednesday they will be cleaning. The Councilmember was at the taste of Adams Avenue on Sunday, June 30<sup>th</sup> speaking to residents and visiting Adams Avenue businesses. Keep submitting Get it Done reports for homeless encampments, also send the info to your reps to keep them updated on the issue. **Rhea Aguinaldo (EDD)** – The EDD department is prioritizing reattending all their BID and MAD board meetings. The Small Business Enhancement program was funded at \$1.8 million. From there we can calculate the SBEP budget for each District. Hoping to get all BID and MAD purchase orders set up by August, but that is contingent on EDD being able to wrap up all final packets. **Scott (AABA)** Asked Rhea when they will get us the SBEP numbers for budgeting reasons.

**Rhea (EDD)** We should know more closer to August once we wrap up FY’24. **Scott (AABA)** We are eager to restart our MAD campaign and would like to set up a meeting this month. **Rhea (EDD)** I have that MAD meeting on high priority to get scheduled this month. **Scott (AABA)** Have there been any changes to the Brown act regarding board members joining virtually will count as quorum? **Rhea (EDD)** No changes to the Brown Act.

**F. Action Items**

- 1. Approve May Financials –M/S/P** Generoli/McPheeters 10 members present/ 10 yes
- 2. Approve June Minutes – M/S/P** McPheeters/Ward 10 members present/ 10 yes

- 3. Election of BOD officers – M/S/P McPheeters/Walton 10 members present/ 10 yes**  
David Harding, President, Dave McPheeters

#### **G. Discussion Items**

- 1. Sam Hodgson Uptown 11/AABA sponsorships – Scott (AABA)** – Introduced Sam Hodgson, who AABA has contracted to help acquire sponsorships for our special events, Sam will also be AABA’s official special events photographer for the next year. **Sam (Uptown 11/AABA)** – Gave a presentation as follows: Is a Normal Heights resident, formerly worked as director of photography/video at the SD Union Tribune, and photojournalist for the NY Times. I have been helping AABA showcase their digital presence to create partnerships with potential sponsors for AABA’s community events. The new deck that I created was sent to 50 businesses in San Diego, we now have a tentative headlining sponsor for the 2025 street fair and am still pushing for a headlining sponsor for this year’s event. **Russ (AABA)** – Asked if any neighborhood businesses have been contacted, Rite Aid or Vons? **Sam (Uptown 11/AABA)** – Rite Aid just declared bankruptcy, and Vons does not sponsor these types of events. **Steve (AASF)** – mentioned reaching out to casinos which Sam said he already has reached out to a few with no luck.
- 2. Taste of Adams recap - Scott (AABA)** – The Taste of Adams Avenue sold out again, with 80% being new customers! We had extra staff to keep up with trash cleanup throughout the event. **Devon (AABA/Heights Market)** – The event went very well. Sahara gave out 1,000 tastes. **Scott (AABA)** – We do not have the financials for this event yet, we are confident that we made our projections. Customers enjoyed the complimentary trolley.

#### **H. Committee Reports**

- 1. Promotions/Business Planning & Development Committee Ryan (AABA)**– Ryan asked that committee meeting attendees have the option to join virtually. David Harding said it will be a discussion/action item on the August agenda.
- 2. Finance/Executive Committee – (Doug G./ David H.) – Doug (AABA)** – Booth rental income has increased significantly compared to last year at this time, and staff will begin to spend the funds on the street fair soon. We are still looking for street fair sponsors for this year’s event.
- 3. Executive Committee – Ryan (AABA)** – Refer to Scott’s staff report.

**I. Staff Report: 2 BOD vacancies** – We still have 2 vacancies to fill. If anyone knows of any business or property owners who are interested, they must attend 2 BOD meetings to become eligible for a board seat, besides having a current BID license with the City. **Alleys in Action!/AARP grant** – We received a \$20,000 grant from AARP for the Alleys in Action project. AARP gave out grants to 350 organizations in a national announcement last week. The \$20,000 will go towards painting a mural in the alley, work should be completed by November. Council President Elo-Rivera visited the event and is interested in supporting ours and another project in City Heights. **New Street Fair layout** – We are still waiting for the fire department to approve the new vendor layout; we have not been able to place the vendors in their spaces yet. We are currently \$30,000 ahead in booth sales than we were at the same point in time last year. **July MAD meeting with the City** – We have not yet been able to schedule a meeting with EDD regarding restarting the new MAD campaign, we should be meeting with them before the end of July.

**J. Adjournment at 9:03 am. M/S/P –McPheeters/Generoli**

**Next meeting: September 3, 2024**

Respectfully submitted, Julia Sanchez