



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
October 3, 2023 @ 8:00am**

**Members Present:** Ryan Altman, Dave McPheeters, Nicky McGreevy, Doug Generoli, David Harding, Russ Vuich, Derith Mason, Mick Ward, Lauren Castro

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

**Guests:** Officer Jenny Hall, Rhea Aguinaldo, Sean Plaisted, Kylene George, Fernando Garcia, Gary Weber, Steve Kader

**A. Call to order:** 8:05am by Ryan Altman

**B. Introductions:**

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

**D. Announcements/Public Comment – Fernando Garcia** introduced himself as owner of a solar company, and he is running as an Independent for a City Council District 9 seat. He resides in Kensington. Garciaforsandiego.com

**E. Guest Speakers: Officer Jenny Hall (SDPD)** – Gave an update on the stabbing that occurred three hours after the commencement of the Adams Avenue Street Fair on Sunday, September 24<sup>th</sup>, and the uptick of gang activity in Normal Heights and North Park. Both neighborhoods are seeing more of the same graffiti gang tags, Jenny encouraged the community to take photos to document the activity. There was also a break in at The Vibe on Adams Avenue where the suspect(s) entered through a door that was possibly left unlocked. Alcohol was stolen. She lastly gave an update on the break in at the Adams Avenue Car Wash. The suspect was arrested and is being held in numerous other cases. **Doug Generoli**, an AABA board member and part-owner of the car wash, thanked Jenny for all her help. Sean Plaisted (EDD) Introduced us to Rhea Aguinaldo, she will be AABA's new rep and day-to-day contact for EDD. **Rhea Aguinaldo (EDD)** – Introduced herself as the relationship manager for AABA's MAD, her contact info is RAguinaldo@sandiego.gov.

**F. Action Items**

1. **Approve July & August Financials** –M/S/P Generoli/McPheeters 9 members present, 9 yes
2. August Minutes not ready, will be agendized in November along with October minutes.

**G. Discussion Items**

**Street Fair wrap-up, pros, cons – Scott (AABA)** – Scott thanked the mayor's office for their quick response on helping clear Adams Park at the corner of Adams and Mansfield St bordering Adams Elementary. The City was also able to repair 27 light poles prior to the street fair, and fixed trip hazards on the sidewalks. There was also a 2-block expansion to the fair's footprint, which was anchored by relocating the DJ Stage to the Wilson & Adams intersection from the Starbucks parking lot and bringing in the Fern Street Circus at the 35<sup>th</sup> & Adams intersection. All 294 booth spaces were sold. The new layout forced on AABA by the San Diego Fire Department, unfortunately caused issues for the businesses located within the event footprint, as the vendor pop-ups blocked their storefronts. In past years the booths were placed back-to-back down the middle of the street and both the north and south sidewalks were open and busy with patrons. This year the sidewalks were dark and empty due to fair goers only using the middle of the street

to navigate the event. AABA received many emails and phone calls from business owners concerned for the future of the event. We could ask if business owners would be willing to sign a petition to change the back to the historical layout. Vendors also sent emails to AABA regarding the placement of their booths up against the sidewalks and the light tower placement was causing a noise disturbance when trying to make sales. The street fair P&L will be ready mid-October. The new street fair sponsor, Farmers Cup (FC), was assisted by Chris Cantore, who was brought on as a consultant between FC and AABA. FC is interested in coming back for the '24 event. U.S. Bank did not like the presence of Cannabis Row. We printed 50 banners this year for various areas of the event like U.S Bank stage sponsorship banners. **Ryan (AABA BOD)** Opened up the conversation for comments and questions. **Kylene George (Home-Start)** Our shop had a booth in the event, it went well, and we also enjoyed Cannabis Row. **Derith Mason (AABA BOD)** Closes her shop for the street fair weekend, and believes it is not always about making money, but bringing attention to the Adams Avenue Business corridor. **Doug Generoli (AABA BOD)** Asked if Scott had spoken to the owners of Corner Wash regarding having to close unexpectedly on street fair weekend? **Scott (AABA)** Yes, I met with them, and they did not realize prior to the event that we had expanded 2-blocks east of 35<sup>th</sup> Street, which included their block in the event. They have 2 driveways, one facing Adams Avenue which was closed off due to being in the newly updated event footprint, and the other (was open to traffic) off of alley/35<sup>th</sup> Street south of Adams Avenue. They decided to close because they did not think that people would be able to safely maneuver in and out of the alley driveway. Scott spoke with them of the possibility of renting out their lot for the day, or they could valet park their laundry mat customers. **Fernando Garcia** Asked if we considered shuttling people to the event from other areas? **Scott (AABA)** answered that we encourage rideshare, bikes & MTS to people attending the event. **Mick Ward (Ould Sod owner & AABA BOD)** Traditionally it is the biggest day of the year for our business, there were less people inside the bars this year. As for booth placement, it may have caused a dip in sales for the Avenue's food service businesses. **Scott (AABA)** Our beer garden beer sales were down as well. Scott also gave a recap of the last-minute addition of the Fern Street Circus at 35<sup>th</sup> & Adams intersection. **Steve Kader (AABA music booker)** Thanked everyone involved in the festival.

## H. Committee Reports

1. Promotions/Business Planning & Development Committee (Ryan)– No report/No Sept meeting held.
2. Finance/Executive Committee – (Doug G./ David H.) – No report/No Sept meeting held.
3. Executive Committee – (Ryan) – No report/No Sept meeting held.

**I. Adams Avenue Spirit Stroll** – This year's event will be November 25<sup>th</sup> from 2 – 5 pm on Small Business Saturday. **New Street Banners in December** – We will put up 150 new banners with a new design in December. **Senator Toni Atkins SD BID funding** – Allocated the San Diego BIDs \$1.5M, which is approximately \$100,000 over the next 3 years to each District for use for special events. **CIVITAS** – Our work on the new MAD is on track.

**J. Adjournment at 9:09am** . M/S/P –**McPheeters/Harding** – 9 members present, 9 yes

**Next meeting: November 7, 2023**

Respectfully submitted, Julia Sanchez