



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
November 7<sup>th</sup>, 2023 @ 8:00am**

**Members Present:** Ryan Altman, Dave McPheeters, Doug Generoli, David Harding, Russ Vuich, Meredith Walton, LT Lanham

Members Present on Zoom: Lauren Castro, Rachel Strueber

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

**Guests:** Officer Jenny Hall, Rhea Aguinaldo, Gary Weber, Steve Kader, Ben Mendoza, Sara Al-Agha

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

**B. Introductions:**

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

**D. Announcements/Public Comment –**

**E. Guest Speakers: Ben Mendoza (Dist. 9)** - Introduced Sara Al-Agha as the new District 9 Community Representative. Sara will be overseeing Kensington, Rolondo Village, Normal Heights, and El Cerrito. Sara shared her excitement for working with the Normal Heights community. Ben, then have an update on the Police Storefront at Ward Canyon and informed us that Parks & Rec has slated the building for demolition sometime next fall at the latest. Ben also told the board that the deadline for Complete Communities is November 28<sup>th</sup>, 2023. **Scott (AABA)** - mentioned that AABA received \$28,000 from Complete Communities in 2023. **Rhea Aguinaldo (EDD)** - Updated the board on the November annual site visits and the BID meeting for all managers which will be held Downtown in the EDD office. **Officer Jenny Hall (SDPD)** – On November 8<sup>th</sup>, 2023, SDFD will live stream a Zoom meeting regarding new street camera technology. Each district will have a set location where the Zoom will be televised. For District 9, it will be held at Monroe Clark middle School at 6 pm.

**F. Action Items**

- 1. Approve September Financials** –M/S/P Generoli/McPheeters 7 members present, 7 yes
- 2. Approve August Minutes** – M/S/P McPheeters/Walton 7 members present, 6 yes, 1 abstention
- 3. Approve August Minutes** – M/S/P Vuich/McPheeters 7 members present, 6 yes, 1 abstention

**G. Discussion Items**

- 1. BOD meeting schedule next 3 months** – December meeting will happen as scheduled, January ‘24 BOD meeting will be pushed back one week to January 9<sup>th</sup>, and the Annual meeting will be held on February 6, 2024.
- 2. Annual City-mandated Diversity & Inclusion training** – All board members received a printed handout with the videos to watch. It must be completed before the end of December 2023. Doug Generoli (AABA) questioned why the training is necessary? There was a discussion explaining why the training must be done.

**3. Holiday Events – LT Lanham (AABA)** inquired about Adams Avenue businesses hosting community trick or treating in 2024. **Scott (AABA)** suggested talking about it in the Promotions Committee.

- Kensington Tree lighting November 24th
- Spirit Stroll November 25th
- Holiday On Adams (Santa & snow) December 10th

**H. Committee Reports Ryan (AABA)** Nominations Committee. Scott (AABA) This committee is looking for new BOD members, and asked if anyone knows of someone who wants to serve on the board.

**1. Promotions/Business Planning & Development Committee (Ryan)**– No report.

**2. Finance/Executive Committee – (Doug G./ David H.) – Doug (AABA)** – at the end of ‘23 we are looking at a \$30,000 NET profit. **Russ (AABA)** asked if we are going to ask SDFD if we can revert to our old Street Fair layout for the 2024 event?

**3. Executive Committee – (Ryan) – Doug (AABA)** Spoke of the lack of BOD participation in committee meetings, and attendance at monthly BOD meetings, which is required to participate as a board member.

**I. Adams Avenue New Street banners in January** – We are installing new banners in January 2024. We are also in the process to begin putting up red garland on the light poles down Adams Avenue for the holidays.

**Kensington trees** – Scott thanked Ben Mendoza for helping to get in touch with the correct entities to get the permits submitted to begin replacing the diseased trees in Kensington. **CIVITAS update - Senator Toni Atkins SD BID funding**

**J. Adjournment at 9:07am\_\_ . M/S/P –**

**Next meeting: December 5, 2023**

Respectfully submitted, Julia Sanchez