



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
June 4, 2024 @ 8:00am**

**Members Present:** Ryan Altman, Dave McPheeters, Doug Generoli, David Harding, Russ Vuich, Derith Mason, Devon Jina, LT Lanham, Meredith Walton, Lauren Castro

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

**Guests:** Miranda Armida (Home Start Thrift), Jenny Hall

**Present on Zoom** Sara Al-Agha, Emily Piatanesi

**A. Call to order:** 8:06 am by Ryan Altman

**B. Introductions:**

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

**D. Announcements/Public Comment –**

**E. Guest Speakers: Officer Jenny Hall (SDPD)** – Updated us on Scott Wahl, the new SDPD Police Chief, Ward Canyon Park is being patrolled by the Street's Division to help with unhoused residents sleeping in the park. There was a grand theft at Vons located at 3610 Adams Avenue. Vandals stole 6 breakers from the car charging port in the parking lot, \$100,000 loss. **Emily Piatanesi (Todd Gloria Rep)** – Gave update on the FY'25 budget, the review budget committee meets June 7<sup>th</sup>, and the final budget vote is June 11<sup>th</sup>. The City is also in the process of interviewing prospects to be the new SDFD Fire Chief. **Sara Al-Agha (District 9)** – Parks After Dark summer series begins June 20<sup>th</sup> through the end of the <https://www.sandiegoparksfoundation.org/parks-after-dark> for more info. Sara also gave an update that old Police substation will be demolished this Summer.

**F. Action Items**

1. **Approve April Financials** –M/S/P Generoli/McPheeters 9 members present/ 9 yes
2. **No March minutes due to annual BOD retreat on May 7<sup>th</sup> in lieu of monthly meeting.**

**G. Discussion Items**

1. **Election of 2024 BOD officers -**

**H. Committee Reports**

1. Promotions/Business Planning & Development Committee (Ryan) – AABA held a business mixer at bica on May 21<sup>st</sup>, it was well attended.
2. Finance/Executive Committee – (Doug G./ David H.) – **Doug (AABA)** – Significant loss in April, we lost \$10,000 on Unplugged, we lost money on the Kensington tree replacement, and we learned that U.S. Bank will not be returning as an event sponsor for the street fair this year.
3. Executive Committee – **(Ryan)** – Refer to Scott's staff report.

**I. Staff Report: Taste of Adams booth volunteers** – This year we have raised the price of Taste of Adams tickets by \$5 up to \$50 per ticket. We could use a couple more volunteers for the will call table

day of the event. – **Alleys in Action!** - Was held on May 18<sup>th</sup> in the alley bordering the Normal Heights United Church, Global Visions School and opens to Mansfield Street near Adams Elementary. KPBS interviewed Susan Peerson and posted it to their sites, we also posted it to our social media sites and the post went viral with over 3,000 likes on AABA's Instagram page. Sean Elo-Rivera was in attendance and would like to hold the next event in City Heights. We also received a \$20,000 grant from AARP for a mural on the alley wall behind the NHUC and Global Visions School. **Senator Atkins BID funding** – Jason Weisz from Senator Atkins office was contacted regarding specifics of the funding; we should receive \$34,000 over a 2-year period and money is to be used for special events. **Street Fair sponsor** – We have contracted Samuel Hodgson to meet with potential sponsors for the street fair, he will receive 20% of new sponsorships. We have also updated the vendor layout for this year's event, and just turned it into the Fire Department for approval.

**J. Adjournment at 9:04 am. M/S/P – Lanham/McPheeters**

**Next meeting: July 2, 2024**

Respectfully submitted, Julia Sanchez