



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
November 5, 2024 @ 8:00am**

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

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

**Guests:** Roger McClish, Jenny Hall, Miranda Armida, Fausto Grisalva

**Present on Zoom:** Rhea Aguinaldo, Ryan Altman, Jenny Hall

**A. Call to order:** 8:07 am by David Harding

**B. Introduction:**

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

**D. Announcements/Public Comment/NH News – (David Harding, AABA)** – G Style Clothing is opening at the corner of East Mtn. View and Adams, they specialize in street wear and art supplies. Bosforo is a new restaurant opening in the old El Zarape space at 32<sup>nd</sup> & Adams Avenue, they make wood-fired pizzas. Polite Provisions will be closed until January for renovations and because the ABC has suspended their permit. The MARS project has had the permits renewed.

**E. Guest Speakers: Jenny Hall (SDPD Community Officer)** – There was a break-in at Madi on 10/1, suspects broke window and stole their register. On 10/31 an individual was found urinating on a house, the homeowner approached the suspect and a knife fight ensued. Coffee with a cop at McDonalds in City Heights on 11/13, Scott asked to set one up for Normal Heights. **Rhea Aguinaldo (EDD)** – There will be a small business BID/MAD workshop for BID managers on 10/30 at 10 am on Zoom. Development services dept. Provides a small business and restaurant assistance program to help qualify small businesses and restaurants with their permitting and planning needs. <https://www.sandiego.gov/development-services/news-programs/small-business-restaurant-assistance-program>.

**F. Action Items**

- 1. Approve September Financials** –M/S/P Lanham/Ward 9 members present/ 9 yes
- 2. Approve October Minutes** – M/S/P Lanham/Generoli 9 members present/ 9 yes
- 3. Spirit Stroll cancellation? (Scott Kessler, AABA)** – 6 of the 12 bars & restaurants who normally participate in the event are not able to this year due to several factors, mainly staffing and staff vacations. Each year since coming back from Covid shutdown, it has become increasingly harder for staff to get bars and restaurants to participate. Staff suggest postponing the event until November 2025. **Derith Mason (AABA)** – Questioned how hard the event is for the bars and restaurants? **Mick Ward (AABA)** – Answered that for the Ould Sod it is not a hard event to produce. **David Harding (AABA)** – Questioned if the event can proceed with only 6 cocktail providers or if any of the participants can provide cocktails to multiple spots? **Mick Ward (AABA)** – agreed for the Ould Sod to provide 2 spirit stops but could not speak for other bars/restaurants who were not present. **Dave McPheeters (AABA)** – Spoke in favor of doing the event, as it is great for business and brings hundreds of shoppers into his store each year. **Ryan (AABA)** – suggested using canned cocktails in some storefronts, as we have done in past years? **Scott Kessler (AABA)** – We have added canned cocktails in some storefronts as additional cocktail stops on

top of the 12 already provided in year's past. Scott is concerned that if we offer half as many cocktails as in previous years we're going to have a lot of unhappy customers negating the positive customer experience we have built up over the years. **M/S/P** 5/4 members in favor of postponing the event for 1 year.

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

**1. Halloween Haunt** – event was considered a success! Had 300 – 400 trick-or-treaters and people dressed in costumes. The middle portion of the Avenue was more crowded than Kensington or the West-end. The hours of the event were too long and should maybe be shortened from 5 to 3 hours next year.

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

**1. Promotions/Business Planning & Development Committee Dave McPheeters (AABA)** – October meeting cancelled

**2. Finance/Executive Committee** – (Doug G./ David H.) – **Doug (AABA)** – reported that we are in good financial shape.

**3. Executive Committee – David Harding (AABA)** – Refer to Scott's staff report

**I. Staff Report: MAD campaign** – First letter to property owners announcing MAD campaign and survey is being prepared. **Alleys in Action! mural** – Mural is nearing completion and City forces are scheduled to repave the alley. **CPPS award** – AABA received \$2,500 CPPS award from Council President Elo-Rivera which will be used to offset Kensington tree watering. **Holiday Tree lighting** – Is set for Friday, December 30<sup>th</sup>, the day after Thanksgiving at 5:00 pm. **Holiday on the Avenue** – Scheduled on Sunday, December 8<sup>th</sup> from Noon- 3:00 pm. **Power washing** – Power washing on 8-blocks was completed in October. - **Palm tree trimming** – The City is scheduled to trim palm trees this year, which will include Adams Avenue's palms. This saves money in our MAD budget this year.

**J. Adjournment at 9:17 am. M/S/P –Lanham/Vuich**

**Next meeting: January 7, 2025**

Respectfully Submitted, Julia Sanchez