



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
January 7, 2025 @ 8:00am**

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

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

**Guests:** Mark Walton, Miranda Armida, Roger McIish

**Present on Zoom:** Officer Jenny Hall, Devon Jina, Rhea Aguinaldo, Sara Al-Agha, Fatima Maciel, Jason Weisz

**A. Call to order:** 8:03 am by David Harding

**B. Introduction:**

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

**D. Announcements/Public Comment/NH News – (David Harding, AABA) –** In the old El Zarape space located at 3201 Adams Avenue will be a new restaurant called Bosforo. Dark Horse Coffee has moved to their new location across the street from Lestat’s on Adams Avenue. New owners of the Di-Mille’s property, no other info is available.

**E. Guest Speakers: Officer Jenny Hall (SDPD) –** A suspect was arrested on Dec 20<sup>th</sup>, with 9 commercial burglary charges all Adams Avenue businesses. Two new felonies for prop 36, possession of a hard drun (meth, fentanyl) is now a felony if you have 2 prior convictions. There is a new daylighting law beginning March 1<sup>st</sup> in San Diego County. SDPD will give citations until they begin ticketing on March 1<sup>st</sup>. **Fatima Maciel –** In reference to the Daylighting discussion, she will check in with the Transportation Dept. to find out if any of the metered parking already in place will be affected by the new parking regulations. Regarding camping in Ward Canyon Park, PATH is still working with the homeless population in the park and will continue until the end of January, which is why there has not been enforcement in that area. Enforcement will come in once their outreach commences. **Sara Al-Agha (D9) –** Environmental Services Dept is holding a series of presentations to talk about potential new fees for residential trash and recycling services. There will be two presentations for District 9: 1/13 at 7 pm in Rolando Park Community Council, and 2/5 at 12 pm in Mission Valley. There will be a homeless count on 1/30 through We All Count task force. This year Councilmember Elo-Rivera will serve as the Chair of the Environmental committee, Vice Chair of Land Use and Housing, and a member of the Budget and Gov’t Efficiency committee. Additionally, the Council has approved the formation of a new select committee to adjust the cost of living. **Rhea Aguinaldo (EDD) –** BID budget development is beginning for the Business District, draft budgets are due the end of the week. Also draft MAD budgets are being developed in coordination with our assessment engineer. **Jason Weisz (Sen. Weber Pierson) –** Reintroducing himself as the new Rep. for Senator Weber-Pierson, Senate Dist. 39.

**F. Action Items**

- 1. Approve November Financials –M/S/P Generoli/Ward 7 members present/ 7 yes**
- 2. Approve December Minutes – M/S/P Altman/Vuich 7 members present/ 6 yes/ 1 Abs.**

**G. Discussion Items**

1. **DEI training form due – Scott Kessler (AABA)** – There are still a couple of Directors who have not turned in their completion forms. Please watch the videos and get those turned in, they were due before December 31<sup>st</sup>. Julia has emailed the Directors who have not turned them in yet so please check your emails.

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

1. Promotions/Business Planning & Development Committee - Went over the aftermath of the Holiday on Adams (snow) event, and the new Adams Avenue banners.
2. Finance/Executive Committee – (Doug G./ David H.) – **Doug (AABA)** – For 2024 we are looking at breaking even. The finance committee is looking at the possibility of giving staff bonuses this year, we have up to \$5,000 for this.
3. Executive Committee – **David Harding (AABA)** – Mick Ward has joined the Exec committee. Set the agenda for the Board meeting.

**I. Staff Report: New Daylighting Law** – No parking within 20ft of a crosswalk, marked or unmarked, begins March 1st. Adams Avenue could lose up to 250 -300 spaces due to the new law. – **New website design** – the design is almost completed and should launch the end of January. **MAD update** – may be put off for one more fiscal year – **Holiday on the Avenue recap** – **New banners** – The new banners will feature native plants, birds and butterflies - **Annual breakfast meeting** – The annual breakfast meeting will be held at Bosforo located at 3201 Adams Avenue on Tuesday, February 4<sup>th</sup> at 8am.

**J. Adjournment at 9:02 am. M/S/P –Altman/Vuich**

**Next meeting: May 6, 2025**

Respectfully Submitted, Julia Sanchez