



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
April 1, 2025 @ 8:00am**

**Members Present:** Doug Generoli, Mick Ward, Ryan Altman, Russ Vuich, Derith Mason

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

**Guests:** Luz Ramirez

**Present on Zoom:** Officer Jenny Hall, Roger McClish, Meredith Walton, Sara Al-Agha, Gary Weber

**A. Call to order:** No Quorum

**B. Introduction:**

**C. Additions/Deletions to Agenda: Derith Mason (AABA)** – Announced that she will invite the Board of Directors to her home for a mixer on April 10<sup>th</sup>. Invitations to follow.

**D. Announcements/Public Comment/NH News** – Little Miss Brewing announced they are closing all locations, including their tasting room on Adams Avenue.

**E. Guest Speakers: Officer Jenny Hall (SDPD)** – Update on graffiti at Ward Canyon Park. Images of graffiti are being sent to the task force Detective. Jose at the Adams Park & Rec Center saw kids graffiti-ing the park with spray paint and sent images to Scott. Tom (homeless on Adams) was sitting outside Maya Moon Collective for days in his own excrement with his clothing exposing him to passersby. A Get it Done was submitted by Officer Hall to clean up that corner. **Sara Al-Agha (D9)** – Permits for the building demolition on Ward Canyon Park have been approved. Demo is scheduled to start in April and be completed by the end of May 2025. There was a community clean-up in Ward Canyon Park in March. The playground was painted, and trash was removed. 30 community members were in attendance. There is a delay in repairing streetlights due to funding issues. **Luz Ramirez (EDD)** – Luz introduced herself as the new community rep for the EDD Dept.

**F. Action Items**

- 1. Approve February Financials** –M/S/P No Vote taken. Quorum not met
- 2. Approve January Minutes** – M/S/P. No Vote taken. Quorum not met

**G. Discussion Items**

- 1. Board Retreat wrap-up – (Doug Generoli, AABA)** – It was a great and informative gathering of the directors. Unfortunately, the conversation regarding the importance of attending the monthly meetings was ineffective, as today we have no quorum. **Scott (AABA)** Just a reminder that the board does have the power to remove board members due to absences. All board members were at the retreat, except for one. We also had one prospective new member attend the retreat. Scott will speak with the directors who have been continually missing meetings.
- 2. Mid-City Parking study** – Scott explained the results of the Mid-City parking study that was emailed to all meeting attendees. The sections that qualify for parking meters are along Adams Avenue from 32<sup>nd</sup> to Wilson Ave, down side streets between Bancroft & Mansfield, and in Kensington from the 15 fwy to Marlborough Ave. The Mid-City Parking District and AABA can recommend meter installation given the results of the parking study.
- 3. AABA Board openings** – Staff will reach out to all 4 persons who have shown interest in joining the board before the next meeting on May 6<sup>th</sup>.

## H. Committee Reports

1. Promotions/Business Planning & Development Committee - (Ryan, AABA) -Everything is moving forward for all 2025 events.
2. Finance/Executive Committee – (Doug G./ David H.) – **Doug (AABA)** – Financials looking good in February. The Unplugged budget is looking a little better than '24.
3. Executive Committee – refer to Scott's Staff report.

**I. Staff Report: Adams Avenue Unplugged** – There will not be a paid headliner ticket for this year's Unplugged. Ponce's and Mission brewing are sponsoring the VIP beer & food deal. **Alleys in Action! grant submittal** -We have submitted another grant from AARP along with UCSD. **Additional City \$18k MAD contribution** – The City of SD has awarded AABA with an additional \$18k for additional baseline services on the Avenue. **TCCS list update** – Our intern, Rose is currently walking the Avenue updating our TCCS list of businesses and updating our business directory. **Adams Avenue Street Fair update** – Booth sales for the street fair are at a record high. As of today we have brought in \$30,000.00 more than the same timeframe in 2024.

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

**Next meeting: June 3, 2025**

Respectfully Submitted, Julia Sanchez