



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
August 5, 2025 @ 8:00am**

**Members Present:** David Harding, Nicky McGreevy, Doug Generoli, Ryan Altman, Russ Vuich, Derith Mason, Lauren Castro

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

**Guests:** Officer Jenny Hall, Roger McClish, Steve Kader, Michael Lengyel, Dave McPheeters

**Present on Zoom:** Sara Al-Agha, Luz Ramirez

**A. Call to order:**

**B. Introduction:**

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

**D. Announcements/Public Comment/NH News – Ryan Altman (AABA)** – Community Wellness will hold a fundraiser at Mic Drop Comedy. **David Harding (AABA)** – Kensington Theater is under construction and will become office spaces. The Rite Aid store on Adams has closed and is for lease. Fuzz Coffee has opened on 30<sup>th</sup> Street, Una Mas on Adams has opened its doors. **Michael Lengyel (Civic Communities)** provided flyers about his businesses' small business lending.

**E. Guest Speakers: Officer Jenny Hall (SDPD)** – National Night Out each year first Tuesday in August. There was a robbery at the Vons store on Adams Avenue, the suspect was arrested. **Sara Al-Agha (D9)** – The fencing surrounding Ward Canyon Park will be taken down before the end of August. The graffiti that is on the fencing is the responsibility of the construction company to clean up. SDG&E's construction staging area on 40<sup>th</sup> Street has been cleared. Please email D9 office to report any other construction staging in the future. There was a Town Hall meeting regarding grocery store digital discounts, this is a link to the recording <http://mysandiego.info/coupon>. The budget was passed in late June 2025; the budget process begins again in September. **Luz Ramirez (EDD)** – Capacity Building Grant Program is now live at [www.sandiego.gov/capacity/buildinggrant](http://www.sandiego.gov/capacity/buildinggrant), applications close on 9/5/2025. CPPS applications are open until 8/7/2025. There is an opening on the Small Business Advisory Board, small business advocates or small business owners can apply.

**F. Action Items**

1. **Approve June Financials** – M/S/P Generoli/Altman 7 members present/ 7 yes
2. **Approve July Minutes** – M/S/P Mason/Generoli 7 members present/ 7 yes
3. **September BOD meeting cancelled** - M/S/P Vuich/Altman present/ 7 members present/ 7 yes

**G. Discussion Items**

1. **Summer Mixer** – at Una Mas tonight (Aug 5<sup>th</sup>) from 5-7 pm. They will serve small plates of their menu offerings.

**H. Committee Reports**

1. **Promotions/Business Planning & Development Committee** - (Ryan, AABA) -refer to Scott's staff report.
2. **Finance/Executive Committee** – (Doug G./ David H.) – **Doug (AABA)** –\$38,000 profit in June (Taste/Street Fair booth revenue).

**3. Executive Committee** – refer to Scott’s Staff report.

**I. Staff Report: SBEP** – has been reduced 58%, our TOT was also reduced by 25% for at total reduction of \$30,000.00. – **SDUSD Carnival meeting** – The City was reseeding the field immediately after the Carnival and the School District was under the misimpression that closure was due to the Carnival. The School District agreed to work with the City on a new schedule to re seed maybe in the Spring and Summer when the kids are not in session. **Paleo Treats AA Treasure Hunt** – 40 storefronts are participating on Adams Avenue. Aug 8th- Sept 8th. Rewards system for free/discounted items. **Valor App** – Military discounts from businesses on Adams. Staff sent out an email with the flyer to all AABA businesses. **Street Fair update** – Street Fair booth sales are going to be higher than last few years. We are going to hit \$35,000 on sponsorships for this year. **MAD update** – Scott met with Sean Karafin and with our Consultant, Gina. We are preparing to send out a postcard for a live meeting regarding the re balloting. **Maintenance interviews** – Fausto is leaving, we conducted interviews in the office this week, we will hire one or two of the four we interviewed.

**J. Adjournment at 9:07 am. M/S/P –Mason/Generoli**

**Next meeting: October 7, 2025**

Respectfully Submitted, Julia Sanchez