



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

**Members Present:** David Harding, Mick Ward, Doug Generoli, Ryan Altman, Derith Mason, Devon Jina, Tony Carillo, Meredith Walton

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

**Guests:** Roger Mcclish, Luz Ramirez, Steve Kader

**Present on Zoom:** Sara Al-Agha, Lauren Castro

**A. Call to order:**

**B. Introduction:**

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

**D. Announcements/Public Comment/NH News – David Harding (AABA)** – Rosie O’Grady’s has reopened. They will not have live music for the time being.

**E. Guest Speakers: Sara Al-Agha (D9)** – There will be a celebration in September for the building in Ward Canyon Park that was demolished in June. District 9 will be hosting Parks After Dark on Thursday/Friday and Saturday link, <http://sdd9.info/parks> **Luz Ramirez (EDD)** – SBEP was approved at \$750,000, allocations have not been released yet. **Jenny Hall (SDPD)** Scott Kessler read Jenny’s report into record. – As shooting June 13<sup>th</sup> 11:50 pm Mansfield/Adams. 3 Hispanic males robbed couple at gunpoint. Shot at couple after they ran away. Also, a street robbery near Starbucks patio walking West on Adams around 9 am. Black male wearing a surgical mask. Security cameras caught the suspect.

**F. Action Items**

- 1. Approve May Financials** –M/S/P Generoli/Altman 8 members present/ 8 yes
- 2. Approve June Minutes** – M/S/P Walton/Generoli 8 members present/ 8 yes
- 3. Resolution opposing SDUSD’s attempt to cancel Street Fair Carnival - M/S/P Generoli/Mason present/ 8 yes**

**G. Discussion Items**

- 1. Maintaining quorum at meetings** – LT has resigned from the Board of Directors. We now have 12 members. We need at least 7 BOD members to show up in person at the meeting to make quorum. Julia will continue to email all BOD members before each meeting to make sure we can reach quorum.
- 2. Taste of Adams wrap-up – Scott Kessler (AABA)** This was our 12<sup>th</sup> year of a sold-out event! **David Harding (Director)** We should raise prices next year or sell more tickets. **Scott Kessler (AABA)** – The only problem with selling more tickets is additional load on the restaurants and possibly could impact consumer experience if the lines get too long. **Devon Jina (Director)** Sahara on Adams gave out 1,000 samples, we were very busy.
- 3. City’s community Parking District (CPD) reform & parking meter installation** - The City of SD has gutted the Parking District program and taken all our discretion away. During the last Mid-City Parking District meeting the City of SD announced that they will begin installing parking meters in the areas where the parking studies have been completed.

## **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)** – The Taste of Adams profit looks to be around \$40,000
3. **Executive Committee** – refer to Scott's Staff report.

**I. Staff Report: SBEP update** – SBEP has been restored for the next fiscal year. **Street Fair update** – Booth sales are continuing to outpace last year. We have the same sponsors as last year, SD Community Power, SD Foundation and are in talks with Walkabout to sign a new sponsorship contract for our events over the next year. **MAD update** – The City of SD sent us a new timeline. AABA staff has sent an introduction letter, 2024 Annual Report and a survey from CIVITAS to all Adams Avenue property owners. **Maintenance staff opening** – Fausto is leaving in August, and we are now looking for a new staff member to replace him.

**J. Adjournment at 9:02 am. M/S/P –Mason/Generoli**

**Next meeting: September 2, 2025**

Respectfully Submitted, Julia Sanchez