



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
December 2, 2025 @ 8:00am**

Members Present: David Harding, Mick Ward, Nicky McGreevy, Doug Generoli, Ryan Altman, Russ Vuich, Derith Mason, Meredith Walton

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

Guests: Miranda Armida, Luz Ramirez, Denise Arellano

Present on Zoom: Officer Jenny Hall

A. Call to order:

B. Introduction:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment/NH News – Ryan Altman (AABA) – Today is Giving Tuesday, a day to give back to nonprofits. **David Harding (AABA)** – New store, JAX Atelier, opened on 11/15.

E. Guest Speakers: Officer Jenny Hall (SDPD) – The Subway store located at 3540 Adams Avenue was broken into on 11/13 at 3am. Vandals took cash. Nearby businesses turned in their security footage to detectives. On 11/26 a shoplifter was charged with assault of a security guard at Vons on Adams Ave.

Luz Ramirez (EDD) – AABA staff has completed their annual BID compliance meeting with EDD. AABA's budget draft documents are due by the end of December.

F. Action Items

- Approve October Financials – M/S/P Generoli/Walton** 8 members present/ 8 yes
- Approve November minutes - M/S/P Altman/Ward** present 8 members present/ 7 yes / 1 Abs.

G. Discussion Items

- Spirit Stroll recap – Derith (AABA)** – thought the event went great, Bosforo's cocktail was very festive! **Doug Generoli (AABA)** – Volunteered at the will call table and noted the good energy from stroll ticket holders. **David Harding (AABA)** – Thinks it's a fantastic event for the Avenue and a nice way to get some holiday shopping done while enjoying local crafted cocktails! **Scott Kessler (AABA)** – mentioned that each year it gets a little harder to get bars and restaurants participation, as it takes extra staff time during a time of year that their establishments are busy.
- DEI handout** – There is a printed version of the DEI handout available today for all BOD members. Please remember to turn your completed forms into AABA staff before Dec 31st.
- Annual Breakfast meeting** – Scheduled for Tuesday, February 3, 2026, at The Rabbit Hole from 8am – 9:30am.
- Holiday staff & committee schedule** – Staff will be out of the office for the holiday break from December 22 – January 2, 2026. The Executive Committee meeting will be held on Friday, January 2, at TBD location.

H. Committee Reports

- Promotions/Business Planning & Development Committee** - **(Ryan, AABA)** – spoke about Spirit Stroll and the Halloween Haunt event and potential dates for the October '26 Haunt.

2. **Finance/Executive Committee** – (Doug G./ David H.) – **Doug (AABA)** There was a loss of \$11,000 due to street fair expenses. We are projecting a break-even year. It is essential that we create extra revenue and move forward with the MAD update. The Police bill for the Street Fair arrived and it is \$22,000.00, which is \$15,000.00 more than it was for the 2024 event.
3. **Executive Committee** – Spoke about creating structure around AABA staff raises.

I. Staff Report: Holiday on Adams is on Sunday, 12/14 from 12-3pm. There will be snow, Santa and hot cocoa provided by Ponce's Mexican Restaurant. – Kensington tree lights & sign repairs were made just in time for the tree lighting event on 11/28. – 10 new trees were planted in Normal Heights and University Heights.

J. Adjournment at 9:05 am. M/S/P –Mason/Generoli

Next meeting: January 6, 2026

Respectfully Submitted, Julia Sanchez