



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
April 7, 2026 @ 8:00am**

Members Present: David Harding, Mick Ward, Doug Generoli, Derith Mason, Meredith Walton, Mick Ward, Ryan Altman, Lauren Castro, Denise Arellano

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

Guests: Miranda Armida, Steve Kader, Andrew Ferbert

Present on Zoom: Officer Jenny Hall, Jason Weisz, Robert Marin, Kanoa Cavaco

A. Call to order:

B. Introduction:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment/NH News –David Harding (Director) – Cold Stone Creamery has opened, the space next to the Friendly will become a NY style bodega selling necessities and sandwiches.

E. Guest Speakers: Officer Jenny Hall (SDPD) – The crisis response team has been in touch with Aubrey, they turned it over to the enforcement team. Thomas was picked up for a warrant. (**Jason Weisz, 39th Senate Dist.**) – Legislature is back in session. All bills must get out of house of origin by May 1st or will not move forward this year. May is Asian American Native Hawaiian Pacific Islander heritage month. Nominations are open for Small Business of the Year. Updates on revenues for State budget after May 15th, budget must be passed by June 15th. (**Kanoa Cavaco, CD 9**)- Spoke about doing more outreach regarding parking meters along Adams Avenue and creating a Q&A workshop with the Adams Avenue community and the Transportation Dept to get responses and answers in real-time as to where the meter revenue will go. Still no word on when the meters will go live.

F. Action Items

- 1. Approve January & February Financials –M/S/P Generoli/Castro 9 members present/ 9 yes**
- 2. Approve January minutes - M/S/P Altman/Castro present 9 members present/ 9 yes**

G. Discussion Items

- 1. Metered parking on Adams – (Scott Kessler, AABA)-** A few emails has been sent to the Transportation Dept from AABA, and have asked 3 questions: when will meters go live? Will they all start at the same time, or will they be turned on sequentially by block? (**Ryan Altman, Director**) asked if spaces for 15- or 30-minute parking will require payment because the signage is not clear? (**Meredith Walton, Director**) – Asked how the community will know where the revenue is going? (**Scott Kessler, AABA**)- The Mayor's office says there will be a new portal showing each individual meter revenue, which will allow us to track revenue generated in the District. (**Robert Marin, CD. 9**) – Met with the Transportation Dept on April 3rd at bica and walked her through the issues. He pointed out to her that her office needs to have better communication with the community.

H. Committee Reports

- 1. Promotions/Business Planning & Development Committee** - (Ryan A.) – Spoke about Unplugged and parking meters.
- 2. Finance/Executive Committee** – (Doug G./ David H.) – Projected budget for 2026, we are projecting a loss of \$81,000 on the year. A combination of factors: NH Sign painting, \$30,000 to the MAD consultant. Everything else is cuts from City funding and rising event fees.
- 3. Executive Committee** – (David H.) – Staff Report

I. Staff Report: Adams Ave Unplugged update- 26 stages, 90 acts. Headliner ticket sales haven't picked up yet. **NH sign repainting-** will be completed 2-3 days before Unplugged, will cost around \$17,000. **County Neighborhood Reinvestment Grant & County Community Enhancement Grant -** \$18,200 for sign repair and the other for \$20,000 for the Adams Ave Street Fair to help offset costs. **11 new tree plantings and other landscape improvements-** Completed weed abatement in 400 tree wells with a landscaper for the last month. We are also planting 13 new trees on the Avenue, 8 have been planted, another 5 will be planted before Unplugged.

J. Adjournment at 9:00 am. M/S/P – Mason/Generoli

Next meeting: May 5, 2026

Respectfully Submitted, Julia Sanchez