



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

Members Present: David Harding, Doug Generoli, Russ Vuich, Derith Mason, Devon Jina, Meredith Walton, Kim James, Victor Morales

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

Guests: Congresswoman Sara Jacobs, Katie Heller, Moana Alo, Andrew Ferbert, Sean Kerafin, Miranda Armida, Dave McPheeters, Iona Jackson

Present on Zoom: Officer Jenny Hall, Gary Weber

A. Call to order:

B. Introduction:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment – Dave McPheeters (Business owner) – is promoting an estate sale in Mission Hills. **Adams Avenue News: David Harding (Director)** – A new gym is getting set to open near 32nd & Adams Ave. The MAKE Café opened on June 28th on Felton Street. Tajima Ramen closed their Adams Ave location; Neptune Sushi will take over the space. Kadampa Meditation Center is closing and will soon be available for rent. Zac's Attic was featured in a story in SD Magazine.

E. Guest Speakers: Officer Jenny Hall (SDPD) – Fireworks started a fire near the 805 on-ramp near Boundary & Madison on the 4th of July. Reports of more tagging in the alley behind the NH United Church. **Moana Alo (39th Senate Dist. Rep)-** Introduced herself to the Board as the new Rep for Senator Akilah-Weber Pierson. **Congresswoman Sara Jacobs** – Spoke to the Board regarding local businesses reaching out to her office if they are having issues with federal agencies. She also spoke about an issue regarding delays in DACA recipients' status renewal, chaos in D.C., the National Defense Act and current bills to help with military housing issues. **Sean Kerafin (EDD)** - He has asked for edits to the draft management report before he releases the 3rd party agreement from the City Attorney. A heated discussion ensued between Scott and Sean regarding issues delaying the 3rd party agreement. Sean committed to meeting monthly with AABA staff until the process is complete.

F. Action Items

- 1. May Financials not available at time of meeting**
- 2. Approve June minutes - M/S/P Mason/Morales present 8 members present/8yes**

G. Discussion Items

- 1. Taste of Adams recap – (Victor Morales, Director)** – Owner of Parabola Coffee and participated in the event for the first time. People were lined up before the 11am start time! He said it was great exposure for his business! **Devon Jina (Director)** – Said they ran out of samples, and this was the biggest crowd we have had during this event! **Doug Generoli (Director)** – Helped at the will-call table and was surprised at how many ticketholders were attending the event for the first time!

H. Committee Reports

1. **Promotions/Business Planning & Development Committee** – No meeting held.
 2. **Finance Committee** – (Doug G./ David H.) – Financials not available. Spoke about the 2026 budget.
 3. **Executive Committee** – (David H.) – Merged with the Finance meeting this month.
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- I. **Staff Report: Update on City's SBEP & Cultural Affairs funding** – Overall budget for the year, we're looking at a loss at around \$35,000. We have \$15,000 in our budget for SBEP and \$17,000 for Cultural Affairs. **Received \$18,000 grant** - from Supervisor Monica Montgomery Steppe for the refurbishment of the NH sign. **Communication with Mayor's office on paid parking tweaks** – We have been writing the Mayor's office regarding a few businesses impacted by the new meters on Adams. **SF carnival** – concerns have been communicated by the City on behalf of the School District regarding loss of the field for 2 months after the carnival departs. The City is going to present an alternative layout for the rides on the field for the School District, repositioning the kids rides to the School District's portion of the field. The City is not planning to resod the field this year, which should alleviate the School District's main concern, which is losing the field for a couple of months, not the condition of the field after the Carnival departs.

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

Next meeting: August 4, 2026

Respectfully Submitted, Julia Sanchez