



**Adams Avenue Business Association
Minutes - Board of Directors Meeting
June 2, 2026 @ 8:00am**

Members Present: David Harding, Mick Ward, Doug Generoli, Russ Vuich, Derith Mason, Lauren Castro, Kim James, Denise Arellano

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

Guests: Officer Jenny Hall, Luz Ramirez, Miranda Armida, Dave McPheeters, Iona Jackson

Present on Zoom: Luz Ramirez, Kanoa Cavaco, Gary Weber

A. Call to order:

B. Introduction:

C. Additions/Deletions to Agenda:

D. Announcements/Public Comment/NH News – Iona Jackson (Business owner) – is promoting her mobile Notary Public business located in Normal Heights. **David Harding (Director)** – Rock N Roll Marathon came through Adams Avenue on Sunday May 31st. Artistic Florals is closing shop on Adams Avenue in June, Derith Mason will continue as one of AABA’s Board Directors through the end of 2026.

E. Guest Speakers: Officer Jenny Hall (SDPD) – There was a break-in at Good Vibrations Chiropractic. A lock was broken and supplies were stolen. **Luz Ramirez (EDD)** – We are asking if the June BID packets should be delivered no later than July 7, 2026. Concerning SBEP, currently, it is not covered in the Draft Budget. **Scott Kessler (AABA)** – Spoke of an article in SDUT that mentioned a couple of Councilmembers have an alternative Budget and that SBEP could possibly be funded up to \$750,000.00, when fully funded it is \$1.2 mil. **Kanoa Cavaco (Dist. 9)** – Council votes on the City Budget on June 9th; we highly encourage coming out to make a public comment at that time. Parking meters went live on Adams Ave last week, and our office is always open to feedback, comments and concerns. We want to be transparent and keep the information flowing between all of us. August 28th an event at Ward Canyon. There is no other info on that event currently.

F. Action Items

1. **Approve April Financials** –M/S/P Mason/Generoli 8 members present/ 8 yes
2. **Approve May minutes** - M/S/P Ward/Arellano present 8 members present/ 7 yes/ 1 Abs.

G. Discussion Items

1. **Impacts of meter installation – (Scott Kessler, AABA)** AABA recently sent out a survey to our members to see if business has been impacted by the paid parking in the last couple weeks. So far a few businesses have said they have seen a change, and some say they have not. We have had a few businesses in Kensington report concerning impacts so far. **Mick Ward (Director)** – Thinks it’s too early to gauge if there are any impacts, if any impacts it will take some time to tell.

H. Committee Reports

1. **Promotions/Business Planning & Development Committee** — Canceled June meeting
2. **Finance/Executive Committee** – (Doug G./ David H.) – We spoke mainly about the impacts of parking meters.

3. Executive Committee – (David H.) – Merged with the Finance meeting this month.

I. Staff Report: Update on City funding cuts – Given proposed City funding cutbacks we are looking at eliminating \$20,000 in special events advertising and some other street fair reductions. We have applied for 2 County grants to help with repainting the NH sign and another to help with Street Fair expenses. **Taste of Adams update** – We raised the ticket price by \$5 and are currently 50 tix ahead in sales this year vs last year. **City's new plan for parking meter revenue spending** – The Mayor's office held a meeting, and informed people that the parking meter revenue collected in NH will not stay in NH but be spread out across the whole Mid-City Parking District. **Currently watering 14 trees planted in NH & UH and 30 trees in Kensington** – There now are no empty tree wells in the District. We water the 30 trees once a month and water the 14 new trees once a week.

J. Adjournment at 8:57 am. M/S/P – Mason/Generoli

Next meeting: July 7, 2026

Respectfully Submitted, Julia Sanchez