Adams Avenue Business Association
Minutes - Board of Directors Meeting
October 6, 2026 @ 8:00am

Members Present: David Harding, Mick Ward, Doug Generoli, Russ Vuich, Derith Mason, Tony Carillo, Meredith Walton, Kim James, Victor Morales
Staff: Scott Kessler, Executive Director, Julia Sanchez Assistant Director
Guests: Steve Kader, Officer Jenny Hall, Elyssa Swann, Michael Toler, Luz Ramirez
Present on Zoom: Denise Arellano

A. Call to order:
B. Introduction:
C. Additions/Deletions to Agenda:
D. Announcements/Public Comment –**Adams Avenue News (David Harding)** Mariscos Del Barrio opened on 9/1/26. The Starbucks in Kensington has closed.

E. Guest Speakers: Officer Jenny Hall (SDPD) – MDLS crew tagged the Thursday before the Street Fair as well as on Sunday during the event. The gang suppression team was present during the street fair due to increased activity in the area. **Doug Generoli (Director)** Informed us that Adams Car Wash was broken into, and they have video of the suspects. A police report was filed. **Luz Ramirez (EDD) –** Economic Development department completed the El Nino Business Walk on Adams Avenue on October 1st. During the walk businesses were given pamphlets about the upcoming rains and possible flooding and how to prepare.

F. Action Items

1. **Approve August Financials - M/S/P** Generoli/Walton 9 members present/9 yes
2. **Approve September Minutes - M/S/P** 9 members present/9 yes
3. **Board Vacancies** BOD will vote during the 11/3/2026 meeting

G. Discussion Items

1. **Derith has offered to host the October social in a unique way – (Derith Mason)** – Derith has offered to host a Board only gathering of creating flower design class at her warehouse, date TBD. AABA will provide food & drinks.
2. **Street Fair recap** – **Scott Kessler (AABA)** We ended up with $20k in unexpected charges 2 weeks prior to the event. There were no major medical issues, the event went smoothly. **Mick Ward (Director)** The Ould Sod had a busy weekend, no issues in the bar.
3. **Halloween Haunt - Scott Kessler (AABA)** Only 18 businesses have committed to handing out candy so far. Staff is concerned that we won't have close to the 45 that we had in 2025. The Board does not think cancelling the event is a good idea, the event will go on as planned.

H. Committee Reports

1. **<u>Promotions/Business Planning & Development Committee</u> –** (**David H**.) No Sept. meeting held. Nothing to report.

2. **<u>Finance Committee</u>** – (**Doug G**.) – The August financials were typical for this time of year. We are looking at a loss of $56k on the year due to higher expenses.

3. **<u>Executive Committee</u>** – (**David H**.) – Refer to Scott's staff report.

I. **Staff Report: MAD update –** The City asked for more edits to our District management plan, which we will complete this week. **New trash cans for Antique Row –** 7 new trash cans were installed on Antique Row. **4 blocks of power washing –** the sidewalks were power washed prior to installation of new trash cans. **New tree planting and palm trimming –** We will be planting 6 new trees. This year the City will be trimming palm trees in the District.

J. Adjournment at 8:45 am.
Next meeting: December 1, 2026
Respectfully Submitted, Julia Sanchez