



**Adams Avenue Business Association  
Minutes - Board of Directors Meeting  
October 1, 2024 @ 8:00am**

**Members Present:** David Harding, Dave McPheeters, Doug Generoli, Russ Vuich, Derith Mason, LT Lanham, Tony Carillo, Meredith Walton, Lauren Castro

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

**Guests:** Roger McClish, Jenny Hall, Miranda Armida

**Present on Zoom:** Fatima Maciel, Rhea Aguinaldo, Ryan Altman, Sara Al-Agha,

**A. Call to order:** 8:03 am by David Harding

**B. Introduction:**

**C. Additions/Deletions to Agenda:**

**D. Announcements/Public Comment/NH News** – The former El Zarape building at 32<sup>nd</sup> & Adams will be called Bosforo Pizza and the former Tachido sushi space at Ohio & Adams will become Nomade Tapas + Records.

**E. Guest Speakers: Jenny Hall (SDPD Community Officer)**- There have been a number of Get it Done reports regarding the defunct building on the outskirts of Ward Canyon Park that the City has been following up on. On 9/27/24 there was gunfire on Adams Avenue & Wilson Ave, 9 shots were reported, the police are looking for witnesses and security footage from surrounding businesses. Scott Kessler (AABA)- reported a new encampment near the 805 overpass on Adams Avenue. **Fatima Maciel (Todd Gloria Rep)** – Gave updates on homelessness solutions, mental health care for the unhoused, District 9 streetlights were fixed in Aug and September 2024, more will be completed in January 2025. **Scott Kessler (AABA)** will send Fatima the list of Adams Ave lights currently out including the lights that have had an ongoing circuit issue for the past 5 years. **Sara Al-Agha (Dist. 9)** Gave updates regarding: Community budget survey for District 9, they are still open at [sdd9.info/survey](http://sdd9.info/survey), the building at Ward Canyon Park that will be demolished this winter and the Council Presidents outreach at the Adams Avenue Street Fair in September. **Rhea Aguinaldo (EDD)** EDD has made process improvements for Small Business Enhancement program by switching from reimbursements to advances for each BID's allotment of SBEP funding. EDD is working with the Downtown Partnership for their re-ballot effort. The office of Special Events & Filming is working with MTS to bring forward an optional program to help weekly event-holders with ongoing signage needs, SBEP funds can be used for this. A Security Fundamentals workshop webinar on Oct. 22 and will be given by the City's IT Dept. offering security to businesses and non-profit orgs.

**F. Action Items**

- 1. Approve August Financials** –M/S/P Generoli/Lanham 9 members present/ 9 yes
- 2. Approve September Minutes** – September minutes will be approved during at November's meeting

**G. Discussion Items**

- 1. Street Fair wrap-up (Scott Kessler, AABA)** – The event went well! Our vendor sales were up, sponsorships were higher than we have ever had for this event coming in at \$95,000.00 (\$25,000

of that was a good will payment from the company who has purchased the 2025 title sponsorship. Our sponsors this year included: Walkabout App. Who hosted a 21+ spirits garden, and SD Community Power who hosted the Cool Zone that was placed in the lot at Smitty's Station. Our cleanup crew was the maintenance team from North Park Main Street, we also paid a dozen Urban Corps cadets to pick up the event trash throughout the weekend. We only had 3 SDPD officers throughout the weekend and were quoted 18 before the event.

#### **H. Committee Reports**

- 1. Promotions/Business Planning & Development Committee Dave McPheeters (AABA) – Did not meet in September**
- 2. Finance/Executive Committee – (Doug G./ David H.) – Doug (AABA) – Did not meet in September**
- 3. Executive Committee – David Harding (AABA) – Refer to Scott's staff report.**

**I. Staff Report: Halloween event** – Staff is preparing to begin outreach to AABA businesses to participate in the inaugural Halloween Haunt trick or treat event on October 26, 2024, from Noon – 5:00 pm we will need 50-100 businesses to participate to ensure a great event. **MAD campaign** – Staff will begin mailing out information next week for the AABA MAD re ballot effort. **Alleys in Action!** – The artist, Mario Chacon, began the mural one week ago. It will be completed by the end of the year. **Trip and fall lawsuit** – There was an incident in January 2023 in front of the Post Office on Adams Avenue. An elderly woman tripped on a crack in the sidewalk and was injured. It is the City's responsibility to fix cracks, it is AABA's responsibility to report them to the City.

**J. Adjournment at 9:06 am. M/S/P –Lanham/Vuich**

**Next meeting: December 3, 2024**

Respectfully Submitted, Julia Sanchez