



BUSINESS IMPROVEMENT DISTRICT

Board of Directors Meeting

Wednesday, February 20th, 2013 at 3:15PM
Mission Hills Books & Collectibles

AGENDA

1. Call to Order & Introductions
2. Non-Agenda Public Comment

*Public comment may be made on any subject in the Board's area of responsibility. Time allotted to each speaker shall be determined by the President; however, comments are limited to no more than three (3) minutes total per subject regardless of the number of those wishing to speak. (Comments relating to items on today's agenda are to be taken at the time the item is heard.) Please direct requests to speak to the President **prior** to the start of the meeting. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken by the Board on any issue brought forth under "Non-Agenda Public Comment."*

3. Announcements and Community Updates

- Mission Hills Parking District-update 2 min
- City review cross street banners 2 min
- Crosswalks; Goldfinch/ Hawk & Ft. Stockton 2 min

4. Approval of Minutes – January 16th, 2013

Action Item

5. Committee Reports

Executive Committee – Update

- Financial Update - Accept November- January Financials **Action Item**
- MHBID Mixer- March 20th
- Bring A "Business Member" reward program \$150.00 per quarter **Action Item**

Economic Development Committee – Update

Action Item

- Mission Hills Community Plan Update- committee recommendation:
To increase current density in the commercial core district from W. University to W. Lewis.
Increase density in the Reynard way corridor, ensure appropriate zoning to encourage area redevelopment. Preserve the 4 neighborhood commercial pocket areas (Espresso Mio, Mission Hills Nursery, Reynard, Brandt)

Promotions Committee – Update

- BID Sponsored Mission Hills "Welcome Campaign"
Kick-off March 1st.
- MHBID Concert co-sponsor \$500. **Action Item**

Design Committee – Update

- Entry-way Monuments- New location

New Business

- Next Meeting –March 20th, 2013 at 3:15pm.
- Adjourn

Agenda items are informational unless noted for action