



**Minutes of the Board of Directors Meeting
June 19th , 2012 3:15 pm @ Toma Sol**

Board Of Directors Present:

Tom Curl – Ascent Real Estate Inc,
David Wallace – Senior Helpers
Trish Watlington – Red Door
Bruce Thurston- Fine Wood Spoons
Stuart White – Stuart White Design
Terry Parks Washington West Hair Studio
Patti Yap

Directors Excused:

Carole Waldchen – Prudential CA Realty

Guests:

Johnny Zetouna- Flacon Liquor
Jesse Navarez- Toma Sol
Steve Burke- Toma Sol
Peggy Cooper- SD Airport Authority
Sharon Gehl- MHTC
Jim O'Connell- MH Antiques
Ginny Ollis- Welcome Committee

Staff: Gerrie Trussell, Executive Director

1. Announcements and Community Updates

MHPAC- Meeting Time change 1st Wed

Map Doodles- Parking area promotion

SD Airport Authority, Peggy Cooper from the gave a report that they are 5 days away from ribbon cutting. The largest USO is also on site. A rental car center is planned for the foot of Washington and will include receiving and distribution points as well.

2. Approval of Minutes – May 15th , 2013

Wallace/Watlington

3. Committee Reports

Executive Committee- Update

Financial Update – May Financials were not approved, clarification needed on accounting vs. cash reporting. Executive Committee to meet with bookkeeper.

Committees date change review, implement committee summary.

MH Directory Distribution, allocate \$300. For 3000 residential

Watlington/Wallace

Economic Development Committee – Update

Map pilot BIDC w/geo-tagging begun finished July

WebSite- wwwTreasureMissionHills.com launched

Promotions Committee – Update

Mission Hills Artists Summer Sale, name change. Per committee

Watlington/White

Mission Hills Mobile Menu- Phone in order, Prepay, Pick-up Curbside allocate

\$1300. To advertise the promotion all food to be included.

Wallace/Yap

Pure Designs to do graphics

Watlington-Abstain

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Design Committee – Update

Entry-way Monuments- Letters of Support from MHH & MHTC have been obtained. Uptown Planners are Dark in July, Leo- Chair confirmed that it is on August agenda as consent.

MH Ash Cans- Sent to Executive Committee for budgetary consideration ***Wallace/Parks 4Y/3N***
Discussion to purchase 5 ashcans at \$150 total funds \$ 750 and ED time was actively considered. The activity is in conjunction with I love a Clean SD and Surfridder.
A community collaboration purchase has been proposed with the MHTC purchasing 5, the MH MAD 5. The Board agreed that it is a laudable goal and would benefit the environment. Questions were asked as to how this activity addresses our core mission? The item is not budgeted for FY13 and would need to be allocated from an existing line item. The Board would of liked to see a pilot of the effectiveness and if counts substantiate futher action.

Next Meeting –July 17th, 2013 at 3:15pm.
Adjourn

Wallace/Watlington