



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Board of Directors Meeting February 19th, 2014 3:15 pm Mission Hills Books & Collectibles

Directors Present:

Trish Watlington- The Red Door & The Wellington
Tom Curl – Ascent Real Estate
David Wallace – Senior Helpers
Andrea Santos- Narrative Therapy
Krista Lombardi- Berkshire Hathaway
Anthony Nyikos- Perfect Space

Guests:

Julio De Guzman- City Attorney
Howard Guess Jr.- City Attorney/SDPD
Chris Ward- Senator Block
Eva Posner- Senator Block
Sharon Gehl, MHTC

Directors Excused:

Terry Parks- Washington West Hair Studio
Patti Yap – Chase Bank
Stuart White – Stuart White Design

Staff: Gerrie Trussell, Executive Director

Watlington, President, called the meeting to order at 3:18 p.m.

Introductions were made of those present.

Announcements & Community Updates:

Chris Ward from Senator Block's office offered to assist as a resource; Access to state offices, veteran's affairs, public safety and higher education. A thank you, was given for the small business FaceBook training Senator Block inspired and coordinated.

Howard Guess Jr. and Julio De Guzman from the City Attorney's office informed the Board of the availability of a Mission Hills' "Community Court" that serves to divert cases for minor offenses and first time offenders operated by a community impact panel. Offenders can participate in community service activities. Many can serve and succeed in a withdrawal plea.

MHPAC will be revising draft budget for FY 15, Curb repairs will begin on Goldfinch.

Approval of Minutes – November 20th 2013, date correction amended

Wallace/Curl

Committee Reports;

Executive Committee:

Financials: Nov, Dec, Jan, Approved,
Audit- concluded, Taxes filed

Wallace/Santos

**Minutes of the Board of Directors Meeting- Continued
February 19th, 2014**

Committee Reports;

Executive Committee:

FY 2014 City Contract submitted for approval. EDIR= \$3000 SBEP increase proposed 5 year.

MH BID purchase laptop – Amount up to \$600.

Wallace/Santos 1A

MH Community Leaders Mixer- Amount up to \$300.

Curl/Nyikos

Waive fees for Grant School 100 yr. banners Mar/Apr

Nyikos/Curl

Economic Development Committee:

SANDAG released the recommended Bike Lane route; up W. Washington to University.

Airport Authority – Rental car return meeting a success over 38 attendees. Entrance to remain on Sassafrass St. a 43,000 sq. ft. facility with 26 rental vendors, restaurant.

The MH BID will draft, print and deliver 10,000 MH Business Directories. Advertising will be offered for a fee to pay for the project; back cover \$999, inside covers \$699, ½ page display \$299 (all include banner ad n/c) Banner/Coupon \$139. Directory & ads to be posted on website. ***Nyikos/Santos***

Promotions Committee:

MH BID to draft and publish a MH Master Calendar. Listing all MH Community info.

Establish a Social Media Taskforce that will provide awareness, training, recruit friends, and establish MH BID policies & Procedures .

Santos/ Lombardi 1A

Design Committee:

MH Monuments update & review tabled

Watlington Adjourned MH BID Board Meeting at 4:35pm

Curl/Lombardi