



BUSINESS IMPROVEMENT DISTRICT

Board of Directors Strategic Planning Session

January 13, 2016, 11:30 am - 3:30 pm

Mission Hills United Methodist Church, 4044 Lark Street

AGENDA

Call to Order

Additions and Changes to Agenda

1. ICE BREAKER

2. BID HERITAGE

Overview of the Main Street Model

3. Mission Hills BID

Boundaries

Assessments

Members, Directors, Officers

4. Organizational Structure

The Board of Directors

Bylaws

Standing and Ad Hoc Committees

Executive Director Role

5. Celebrate 2015!

Successes of the Prior Year

Planning and Opportunities

6. Budget Review

FY 15

YTD FY 16

Looking Forward FY 17

Mission Hills Parking Advisory Committee

BREAK/LIGHT LUNCH



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7. The Brown Act

Presentation by Adam Wander, Deputy City Attorney, City of San Diego

BREAK

8. Mission Hills BID 2016 Priorities by Committee

Promotions Committee

Priorities, Participation and Partnerships through Integrated Approaches

Analytics and Collaborative Marketing Campaigns

Small Business Saturday

Mission Hills Walk About - One evening per Month

Passport to Mission Hills

Economic Development Committee

Priorities, Participation and Partnerships through Integrated Approaches

Community Based Organizations that Impact our BID

Community Plan Update Impact

Design Committee

Priorities, Participation and Partnerships through Integrated Approaches

Reynard Way Enhancements

Mission Hills Parking Advisory Committee

Priorities, Participation and Partnerships and Integrated Approaches

Public Parking Promotions and Advertising

Public Parking Signage

Budget Planning FY 17

Adjourn