



BUSINESS IMPROVEMENT DISTRICT

## **Board of Directors Strategic Planning Session**

January 11, 2017, 11:30 am - 3:30 pm

Mission Hills United Methodist Church – 4044 Lark Street

The January Month of Meetings are being Underwritten by Troy Curnett – One Mission Realty

### **AGENDA**

#### **Call to Order**

#### **Additions and Changes to Agenda**

**1. Ice Breaker**

**2. Celebrate 2016!**

Successes of the Prior Year

Worth Repeating

#### **BREAK/LIGHT LUNCH**

**3. Mission Hills BID Boundaries**

Happenings in Our Neighborhood

**4. Mission Hills BID Bylaws**

Easy Reference and Resource

**5. The Mission Hills BID 2017 Priorities by Committee**

**Executive Committee**

Priorities and Partnerships

Budget Review

Current Year-to-Date

Looking Forward FY18

#### **BREAK**



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#### **5. The Mission Hills BID 2017 Priorities by Committee (continued)**

##### **Promotions Committee**

Priorities and Partnerships

Social Media

Annual Calendar

Events

##### **Economic Development Committee**

Priorities and Partnerships

BID Profile as a Component of San Diego Economic Development

Grants

Attract New Business - Owners and Patrons

##### **Design Committee**

Priorities and Partnerships

Aesthetic Appeal

Banner Concepts

##### **Mission Hills Parking Advisory Committee**

Priorities and Partnerships

Meters

Wayfinding Signage

Reynard Way Study

How Funds May Be Spent

**Adjourn**