



BUSINESS IMPROVEMENT DISTRICT

## Meeting of the Board of Directors

Wednesday, February 15, 2017 - 3:30 PM

Mission Hills United Methodist Church, 4044 Lark Street

The February Month of Meetings have been Underwritten by Lombardi Team @ Scott & Quinn Real Estate Services

### 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

#### 4. Approvals

- Minutes of the meeting -- January, 2017 **Action Item** 1 min
- Financial Updates – December 2016 Financials **Action Item** 1 min
- Financial Updates – January 2017 Financials **Action Item** 1 min
- FY18 Proposed Budget- Final Draft to City **Action Item** 1 min

#### Promotions Committee

- San Diego County Fair 2017 Banner Partnership Offer **Action Item** 1 min
- A Word from Our President February Column: See Hand-Out
- Announce Tonight's Business Mid-Winter Mixer at BAR By Red Door
- RED HOT HEROES Fundraiser at Harley Gray 3/5/17 - **UPDATE**
- Social Media Analytics – **UPDATE**

#### Economic Development Committee

- City of San Diego Economic Development Profiles of BIDs – **UPDATE**
- MH Garden Club Ad for May 13 Garden Walk **Action Item** 1 min
- Ads Opportunities Are : Business Card \$75.00; Quarter Page \$125.00; Half Page \$275.00; Full Page \$500.00; Trolley Ads \$500.00
- Sip N Shop vs Sip N Stroll with Small Business Saturday 11/25 **Action Item** 3 min

#### Design Committee

- Public Art Project "Dazzle" Installation - San Diego County Regional Airport Authority representatives Christopher Chalupsky and Lauren Lockhart **UPDATE**
- Banner Design Concepts brainstorm elements for new banners
- PROW Process and Protocol for Storefront Businesses in the BID **Action Item** 3 min

#### Adjourn Mission Hills BID meeting and reconvene as Mission Hills Parking Advisory Committee

#### MH Parking Advisory Committee Meeting

- Univ Ave Trench Restoration W. Washington, W. Lewis, Montecito, Hawk - City of San Diego Public Works representatives Alec Phillipp, Claudia Mejia and Alejandra Zaragoza **UPDATE**
- Determine time and fee to maintain Parking Page on MHBID website **Action Item** 2 min
- Approve MHPAC portion of UCPD FY18 Budget **Action Item** 5 min
- Approve Reynard Way Study RFP **Action Item** 1 min
- Approve UCPD Wayfinding Signs- Phase 2 Participation **Action Item** 1 min

The next board meeting will be Wednesday, March 15, 2017, beginning at 3:30 PM, at Mission Hills United Methodist Church, 4044 Lark Street.

#### Adjourn

Agenda items are informational unless noted for action