



**BUSINESS IMPROVEMENT DISTRICT**

**Minutes of the Mission Hills BID Board of Directors  
February 17, 2016 3:30 PM  
Mission Hills United Methodist Church – 4044 Lark Street**

**Directors Present:**

- Troy Curnett- One Mission Realty
- Krista Lombardi- Scott & Quinn
- Trish Watlington- The Red Door & The Wellington
- Stuart White – SWD
- Terry Parks- Washington West Hair Studio
- Anthony Nyikos- Perfect Space
- Audrey Patterson- Patterson Engineering, Inc
- Patti Yap – Chase Bank

**Guests:**

- Rev. Karen Clark Ristine, MHUMC
- Brad Sund, State Farm Insurance
- Nerea Urtasin, Supvsr Ron Roberts Ofc
- Ben Verdugo, UCPD
- Susan Briggs, SD Half Marathon
- Don Rudesill, MH Resident
- Kara Kong, R”n”R Marathon
- Daniel Geddis, One Mission Realty
- Sharon Gehl, MHTC Liaison

**Excused Absences:**

- Tom Curl - Ascent Real Estate

**Staff:**

- Susan McNeil Schreyer, Executive Director

T. Curnett called the meeting to order at 3:36.

**Approval of Minutes**

January 2016 Approved ***Parks/White***

**Approval of Financials**

January 2016 Approved ***Watlington/Yap***

**Executive Committee:**

Authorize seeking “Month of Meetings” sponsors at \$125 per month to assist in paying for the meeting room fees and in exchange the BID will offer to each sponsor the opportunity to place its logo on the BID website for 30 days. Approved ***Parks/Patterson***

The proposed Mission Hills BID FY17 Budget (July 1, 2016-June 30, 2017) was created through the work of the MHBID Budget Ad Hoc Committee consisting of Troy Curnett and Audrey Patterson, with Executive Director staffing. This budget was then reviewed by the Mission Hills BID executive committee. It is a balanced budget based on past year’s experience and plans for the coming year. Authorize and accept the budget. Approved ***White/Patterson***

The Mission Hills BID is under contractual agreement with the City of San Diego to administer the business of the BID. On February 11 the City extended a “1<sup>st</sup> Amendment Mission Hills BID Operating Agreement” which must be approved by the BID to enter the contract for FY17. This 1<sup>st</sup> Amendment was an informational item pertaining to prevailing wage at the February 10 Mission Hills BID Executive Committee, though the document had not yet been extended to the BID by the City. The

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Executive Director and the President of the BID Board of Directors initially reviewed this 1<sup>st</sup> Amendment on February 17, the same day the City sent it to the BID. Board member Watlington asked if a copy of the 1<sup>st</sup> Amendment was available for review. Copies were distributed to the board. A discussion took place about the necessity to approve this 1<sup>st</sup> Amendment. Watlington made the motion to 1) Approve entering into an amendment to the agreement with the City; 2) Designate an officer of the Corporation to sign the amendment, disbursement reconciliation report/requests for reimbursement and program reports.

Approved **Watlington/Lombardi**

The San Diego Business Improvement District Council (SDBIDC) seeks an annual vote from each BID as to who will serve as a delegate and an alternate from each BID to the SDBIDC. Authorize Executive Director Susan McNeil Schreyer as the delegate and Board Member/Vice President Tom Curl as the alternate.

Approved **Watlington/Yap**

The BID may be able to raise much needed funds by offering \$1 per chance opportunity drawings at its quarterly Mixers with one free ticket being extended to each person attending the Mixer. A discussion occurred over what took place in past years. Terry Parks volunteered to buy and donate a large roll of tickets for the BID's use. This was an informational item and did not require a vote.

J. Daniel Geddis and Susan McNeil Schreyer have reviewed a number of options for placing a donation opportunities "button" on the BID website. So far the options have included merchant services, BPT, and PayPal. This was an informational item and did not require a vote.

**Promotions Committee:**

Susan Briggs from the San Diego Half Marathon attended to answer any questions the board had based on her February 10 presentation at the Promotions Committee and to seek a letter of support. Authorize Letter of Support for event on 3/13/16.

Approved **Parks/White**

Kara Kong from Rock 'n' Roll Marathon attended to answer any questions the board had based on her February 10 presentation at the Promotions Committee and to seek a letter of support.

Authorize Letter of Support for event on 6/6/16

Approved **Nyikos/Lombardi**

Authorize Tuesday, October 11, 2016 as Taste of Mission Hills.

Approved **Patterson/Curnett**

Create Mission Hills BID celebration on Saturday, November 26, 2016 for Small Business Saturday.

Approved **Watlington/White**

Updates on the following were provided by Executive Director:

Banner Program Opportunities with San Diego County Fair will occur on Tuesday, February 23, 2016 from 10:00-1:00. Registration deadline is Friday, February 19.

Board Member Patterson's business resource information will be added to the exiting collection of information to create a Business Resource Page on the BID website.

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Monthly "A Word From Our President" was presented as a hand-out with encouragement for all to read.

**Economic Development Committee:**

The Mission Hills Garden Club has extended an offer to the BID to purchase ad space in its annual garden walk booklet. The ad spaces available are as follows: Quarter Page \$150.00; Half Page \$250.00; Full Page \$500.00; Business Card \$75.00. The BID does not have allocated funds to buy ad space. Board member Nyikos shared his willingness to donate \$150.00 to the BID for the purpose of purchasing a ¼ page ad. Board member White agreed to design the ad. Board member Watlington suggested offering ad space to Nyikos' business Perfect Space on the BID website. Nyikos declined the offer. Authorize the purchase of the ¼ page ad upon receipt of Nyikos' donation.

Approved **Nyikos/Watlington**

Executive Director shared updates on the following:

SANDAG iCommute Grant will be announced on February 19. Mission Hills BID applied for \$3,000 to support a "MISSION HILLS COMMUNITY BIKE TO BUSINESS RIDE AND SYMPOSIUM".

If the BID receives the SANDAG grant, a map will be created that will include bike ride routes and businesses in the BID. Exploring a Mission Hills Local year-around map, business directory and parking guide in conjunction with the creation of the iCommute map. This map could promote our businesses and bike riding through-out the year. A discussion ensued about home based businesses with board members Watlington and Patterson offering to assist in locating email addresses for home-based businesses.

**Design Committee:**

Executive Director was asked to keep today's Design Committee matters on future agendas.

**MH Parking Advisory Committee: (Adjourned and Reconvened as MHPAC)**

Executive Director provided an update on meters and curbs and the long-term/all-day parking occurring on the north side of West Washington between Brant and Dove. The UCPD will provide the necessary petition and BID Executive Director will take the lead in collecting signatures. Watlington asked for a \$500 cost limit on the survey. Authorize a parking duration study to determine if timed parking/meters would be helpful to the BID.

Approved **Watlington/White**

The MHPAC FY17 (July 1, 2016-June 30, 2017) Ad Hoc budget committee consisting of Stuart White, Audrey Patterson, Anthony Nyikos and Susan McNeil Schreyer staffing, met twice to create a balanced budget for the MHPAC, based on last year's experience and plans for the coming year. The budget was distributed with Stuart White leading the discussion. Authorize the proposed budget to be submitted to the submitted to the UCPD Board and City of San Diego.

Approved **Nyikos/Lombardi**

**The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, March 16, 2016 beginning at 3:30 p.m. at Mission Hills United Methodist Church, 4044 Lark Street. The Business Spring Mixer will follow 5:30-7:00 at LUXURY FARMS.**

Curnett adjourned the meeting at 5:10 p.m.

Approved

**Watlington/Patterson**