



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

Wednesday, February 15, 2017 3:30 PM

Mission Hills United Methodist Church – 4044 Lark Street

The January Month of Meetings are Underwritten by Krista Lombardi – Scott & Quinn Real Estate

Directors Present:

Krista Lombardi- Scott& Quinn
Audrey Patterson, Patterson Engineering Inc
Troy Curnett- One Mission Realty
Stuart White- SWD
Trish Watlington- The Red Door
Brad Sund- State Farm Insurance

Guests:

J.Daniel Geddis-TeamD&B One Mission Realty
Chris Chalupsky- SD International Airport
Lauren Lockhart- Sd International Airport
Alec Phillip- City of San Diego Public Works
Alejandra Zaragoza- HillIntl Burtech Pipeline PR
Claudia Mejia- HillIntl Burtech Pipeline PR
Jason Weisz- Senator Toni Atkins Office

Excused Absences:

Patti Yap- Chase Bank

Staff:

Susan McNeil Schreyer, Executive Director

K. Lombardi called the meeting to order at 3:30 p.m.

Announcements & Community Updates: There were none.

Approval of Minutes: January 2017	Approved	<i>Watlington/Sund</i>
Approval of Financials: December 2016	Approved	<i>White/Watlington</i>
January 2017	Approved	<i>Sund/Curnett</i>
Approval of FY18 Final Draft Budget to City	Approved	<i>Patterson/Watlington</i>

Committee Matters:

Promotions Committee:

Authorize Partnership with SD County Fair Banners Approved ***Patterson/Curnett***

A photo session will take place on Thursday March 2 at One Mission Realty between 10:00 and 12:00. The fee per banner is \$60. Banner will be installed mid-May through July 4.

A Word From Our President and the Presidio Sentinel BID Column were offered as hand-outs.

An announcement was made regarding the Business Mid-Winter Mixer at Bar by Red Door following today's BID meeting. All businesses are invited to attend.

K. Lombardi and S. McNeil Schreyer provided an update on the March 5 Red Hot Heroes fundraiser at Harley Gray Kitchen and Bar. Tickets are selling, auction items are arriving, thank you to those who have already purchased tickets.

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Promotions Committee: continued

J.Daniel Geddis provided an update on the BID's social media analytics, as of 2/15/17 FB Likes 613; Instagram followers 739; Twitter followers 1,446.

Economic Development Committee:

S. McNeil Schreyer shared the City of San Diego created MHBID profile as a component of the city's economic development overview packet will undergo a more thorough update by Economic Development staff. BIDs will have another opportunity to review them in the future.

Authorize ¼ page BID ad in Garden Walk Booklet. Approved **Curnett/Watlington**

The ad will promote the BID and due to an accumulation of recent information the ad will not promote a Sip and Stroll. SWD will design the ad and donate \$125 to cover costs for this ad placement in the Garden Walk Booklet.

Approve Sip N Shop on Small Business Saturday Approved **Patterson/Curnett**

A. Patterson suggested a Sip N Shop in Mission Hills BID to promote more than shopping in conjunction with Small Business Saturday on November 25, 2017. The 2016 Shop Small event was embraced by storefront shops and as a BID we have an opportunity to build on its success.

Design Committee:

C. Chalupsky and L. Lockhart shared in April the San Diego International Airport will be completing the Dazzle public art installation at the Rental Car Center with an anticipated unveiling in May. The airport has been working with MHBID staff and others to find a viewing location in Mission Hills.

S. White from SWD shared new banner design concepts and solicited input on architectural elements others want to see on the new banners. A. Patterson shared renderings which S. White thought would be extremely time consuming and require special software to transform MHBID photos. A discussion ensued over existing photos and additional possibilities. S. White cautioned design is vertical. S. White will photograph new architectural elements and create options for consideration. S. White wants to wrap up the project soon. S. McNeil Schreyer wants funds spent and final grant report completed in May.

Authorize PROW notification protocol for Storefront Businesses Approved **Patterson/Watlington**

Design a letter informing all storefront businesses in MHBID of PROW criteria. The PROW permit is unique to BIDs and is an opportunity which is misunderstood.

K. Lombardi adjourned the meeting at 4:45 p.m. Approved **Watlington/Patterson**

RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

Reconvened as MH Parking Advisory Committee:

MHPAC Chairperson S. McNeil Schreyer called the meeting to order at 4:45 p.m.

MH Parking Advisory Committee: Continued

C. Mejia provided an update on the University Avenue Trench restoration impacts on Mission Hills BID businesses and responded to questions. A. Patterson inquired about signage, equipment storage and removal. S. McNeil Schreyer stated the need to accurately identify street names and time and date work is scheduled. Businesses have been negatively impacted by the “No Parking” signs. Rain delays without signage updating have exacerbated the situation.

The Committee voted to authorize \$4,800 from #10 Communications to maintain and update Parking Information Page on Mission Hills BID website; July 1, 2017-June 30, 2018. In consideration of the anticipated impacts on parking in the MHPAC, and the need for numerous and last minute postings of notices, sharing of information on the Reynard Way Study, Bike Lane update, Pedestrian Safety Lighting, and ongoing Road Work, the Committee allocated approximately \$93 per week under the category of Communication in the FY18 MHPAC portion of the FY 18 UCPD budget.

Approved **Watlington/White**

The Committee voted to Approve the estimated MHPAC portion of the estimated UCPD FY18 Budget by using the FY17 budget categories and shifting \$20,000 in funds from #4 Pedestrian Improvements to #2 Off Street Parking Availability; and shifting \$5,000 in funds from #8 Curb and Sidewalk Painting and Repair to #2 Off Street Parking Availability thereby increasing #2 Off Street Parking Availability to \$30,000 for potential use in Wayfinding Project. The Committee noted it also authorized \$4,800 from FY18 MHPAC #10 Communications for Parking Information Page on Mission Hills BID website.

Approved **Patterson/Curnett**

The Committee voted to table the Reynard Way Study RFP to the next meeting of the MHPAC.

Approved **Watlington/Patterson**

The Committee voted to approve participating in the UCPD Wayfinding Sign Phase 2 Process anticipated to be 6.9% of \$20,000; approximately \$1,400.

Approved **Watlington/Sund**

S. McNeil Schreyer adjourned the meeting at 5:05 p.m.

Approved **Watlington/White**