



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

March 16, 2016 3:30 PM

Mission Hills United Methodist Church – 4044 Lark Street

The March “Month of Meetings” has been Underwritten by STUART WHITE DESIGN

Directors Present:

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

Guests:

Claudia Mejia, University Pipeline
Monica Nunez, City of San Diego
Daniel Geddis, One Mission Realty
Sharon Gehl, MHTC Liaison
Adriana Martinez, CD-3

Staff:

Susan McNeil Schreyer, Executive Director

Excused Absences:

Patti Yap – Chase Bank

T. Curnett called the meeting to order at 3:33 and thanked Stuart White Design for underwriting the March “Month of Meetings”

Executive Committee:

Approval of Minutes

February 2016

Approved

Watlington/Lombardi

T. Curl abstained as he was absent from the February board meeting.

Approval of Financials

February 2016

Approved

Watlington/Curl

Promotions Committee:

Executive Director shared updates on the following:

“Month of Meetings” underwriters have been secured through April with Brad Sund- State Farm Insurance underwriting April.

Advertisements included the San Diego International Airport Authority for its Mission Hills Tour of the Rental Car Center.

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

The San Diego County Fair banner photo session took place on February 23. 71 participants paid \$50 each for a total of \$3550. Banners will be installed in Mission Hills in mid-May. Staff was asked to check on the status of the San Diego County grant request for new brackets and banners.

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Promotions Committee: continued

Daniel Geddis provided a website analytics update and shared a hand-out. The analysis indicated the largest number of viewers to the BID website is in the 25-34 year old age bracket, with the second highest group of viewers in the 35-44 age bracket. 58% identified as Male while 42% identified as Female. 1,360 unique users viewed 6,478 pages from December through February. Facebook is up to 494 likes. Instagram, launched in January, has 152 followers. A copy of the analytics was circulated.

Economic Development Committee:

Monica Nunez with the City of San Diego’s University Pipeline Project provided a progress report. The portion impacting Mission Hills is almost completed. They will install striping and parking space markers back to how they originally were when the work began. Work is still being done on the Hawk Street east/west line.

Executive Director shared updates on the following:

SANDAG iCommute Grant was announced on February 19. Mission Hills BID received \$2,650 to support a “MISSION HILLS COMMUNITY BIKE TO BUSINESS RIDE AND SYMPOSIUM’ which is scheduled for Sunday, May 22, 2016 beginning at 11:30 a.m. A map will be created which will include bike ride routes and businesses in the BID. This map could promote our businesses and sustain bike riding through-out the year.

Thanks to the generosity of board member Anthony Nyikos, the Mission Hills Garden Walk Souvenir Booklet ad was submitted. Stuart White Design created this ad. A copy of the ad was circulated.

Design Committee:

The results of the Uptown Planners election were shared and a copy of the written results was circulated.

The matter of Bike Rack Requests to the City were trailed to next month, as the City has not yet replied with preferred vendor information.

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

Reynard Way Study

Approved

Parks/Lombardi

The MHPAC at its February 17 meeting approved and authorized the proposed MHPAC FY17 (July 1, 2016-June 30, 2017) budget to be submitted to the UCPD board of directors. Subsequently, the UCPD board of directors approved this MHPAC FY17 budget. This budget included a study for Parking and Alternative Transportation Modalities on Reynard Way. UCPD staff asked for more detailed language to support the request for a study on Reynard Way.

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The Ad Hoc met again and created a narrative which S. White presented as the following motion; Mission Hills Parking Advisory Committee intends to seek funding from its share of the parking meter fund to pay consultant fees to:

1. Study existing parallel parking for more efficient parking stall alignment to include motorcycle parking, accessible parking, curb cuts and red curbs
2. Study possible pedestrian walkways for the length of Reynard Way.
3. Study possible bike path routes for the length of Reynard Way.
4. Study potential median metered parking along the length of Reynard Way.
5. Study possible landscaped median for the length of Reynard Way between Sutter St and Maple St.

Public Parking Signage

Approved

Watlington/Patterson

A. Patterson shared concern about inadequate parking signage throughout the BID. In addition to on-street metered spaces and time limited spaces, there are several additional public parking options which people visiting Mission Hills do not know about due to inadequate signage. The MHPAC asked S. McNeil Schreyer to check into the parking signage options available through the City; to include personalized parking signs and ready mass produced signs suitable for Mission Hills.

S. McNeil Schreyer provided an update on the progress being made with the parking survey on W. Washington between Brant and Dove; sharing signatures were collected and handed over to UCPD staff on March 14 and which UCPD staff confirmed sending to the City on March 16. It is a 30-90 day process.

T. Curnett announced immediately following today’s meeting, all business owners are welcome to attend **the** Business Spring Mixer from 5:30-7:00 at LUXURY FARMS.

The meeting was adjourned at 4:50 p.m.

Approved

Watlington/White

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, April 20, 2016 beginning at 3:30 p.m. at Mission Hills United Methodist Church, 4044 Lark Street. The