



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors
Wednesday, March 15, 2017 3:30 PM

Mission Hills United Methodist Church – 4044 Lark Street

The March Month of Meetings are Underwritten by John Ealy – Harley Gray Kitchen and Bar

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
Patti Yap- Chase Bank

Guests:

Natalia Mendez- RnR SD Marathan
J.Daniel Geddis-TeamD&B One Mission Realty
Brian Hess- Team D&B-One Mission Realty
Jason Weisz- Senator Toni Atkins Office
Brittany Bailey-CD-3 Councimember Chris Ward

Staff:

Susan McNeil Schreyer, Executive Director

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

Announcements & Community Updates: T. Watlington shared SD Magazine's "Best of" ends this Friday and encouraged everyone to vote for their Mission Hills favorites. Executive Director shared the May Mixer will take place at Say Lula Salon, following the board of director's meeting.

Approval of Minutes: February 2017 Approved *Patterson/Watlington*

The minutes were approved with changing all SWAs to SWD and the removal of The Wellington.

Approval of Financials: February 2017 Approved *Watlington/Curnett*

Approval of FY18 Budget Amendment Approved *Watlington/Patterson*

Approve entering into an amendment to the agreement with the City of San Diego and designate any officer of the Mission Hills BID signature authority on forms required by this agreement.

Committee Matters:

Promotions Committee:

A Word From Our President and the Presidio Sentinel BID Column offered as hand-outs. Raffle Income from Mid-winter Mixer at Bar by Red Door was \$182. SD County Fair banner sales were \$3,625; 60 banners with one special placement request for \$25. D. Geddis social media analytics update as of 3/15: Website 549 Users & 2,281 Page Views, Top 10 Page Views and Demographic Overview 41.6% M & 58.4% F; 25-34=Biggest Age Group; FB Likes 616, Instagram 778, Twitter 457

50/50 split from Red Hot Heroes Fundraiser Approved *Patterson/Yap*

Authorize 50/50 share of net proceeds to be shared between San Diego Fire and Rescue Foundation for Fire Station 8 in Mission Hills and the Mission Hills BID. Check calculated post-event expenses.

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Economic Development Committee:

Executive Director updated on BID 5/13 Garden Walk ad submission. Thanks again, Stuart White Design for creating the 2017 ad and underwriting its placement in the Garden Walk booklet.

Approve Letter of Support for RocknRoll Half Marathon Approved **Watlington/White**
Natalia Mendez provided a 90-days-out update on the June 2017 RocknRoll Half Marathon route through Mission Hills and requested a letter of support.

Approve BID monthly meeting time and day changes Approved **Watlington/Patterson**
Approve changing three meetings per month to two meetings per month, convening on the second and third Wednesdays at 3:00PM, with executive committee following the meeting of committees, beginning in April 2017. Executive Director will notify UCPD, MHTC, elected officials and their representatives, and update online calendar. D. Geddis will update BID website's Meetings and Agendas 2017 page.

Design Committee:

Approve New Banner Designs Approved **Watlington/Yap**
Approve new architectural elements and call to action banner design concepts and all colors and photos as presented by S. White from SWD, based on last month's Design Committee input.

Approve PROW BID Membership Opportunity Approved **Curnett/Sund**
Approve notification of all businesses about their unique business opportunity as members of the Mission Hills BID through 1.) Mail Chimp, 2.) Email, 3.) US Mail and A.Patterson will work on narrative leading into the PROW opportunities.

K. Lombardi adjourned the meeting at 4:27 PM Approved **Watlington/White**

The next meeting of the MHBID will take place on Wednesday, April 19, 2017 beginning at 3:00.

RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

Reconvened as MH Parking Advisory Committee:

MHPAC Chairperson S. McNeil Schreyer called the meeting to order at 4:27 PM

S. McNeil Schreyer shared UCPD accepted COO resignation on 3/2/17; Per UCPD staff the meter installations on West Washington between Brant and Dove are on schedule 30-45 days out

Reynard Way Parking and Transportation Mobility Study RFP
Approve tabling consideration to next month. Approved **Watlington/White**

S. McNeil Schreyer adjourned the meeting at 4:45 PM Approved **Watlington/White**