



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

April 15, 2015 3:30 PM

Mission Hills Books and Collectibles – 4054 Goldfinch (Entrance on Ft. Stockton)

Directors Present:

- Trish Watlington- The Red Door & The Wellington
- Troy Curnett- One Mission Realty
- Patti Yap – Chase Bank
- Tom Curl - Ascent Real Estate
- Stuart White – SWD
- Krista Lombardi- Berkshire Hathaway

Excused Absences:

- Terry Parks- Washington West

Unexcused Absences:

- Anthony Nyikos- Perfect Space

Guests:

- Janet O’Dea- Powers Plumbing
- Daniel Geddis- One Mission Realty
- Kim Berry – Heartwork Coffee Bar
- Julio DeGuzman- SD City Atty’s Office
- Sharon Gehl- MHTC Liaison
- Audrey Patterson- Patterson Engineering
- Jason Weisz- Assembly Speaker Toni Atkins
- Elizabeth Hannon-UCPD

Staff:

- Susan McNeil Schreyer, Executive Director

Watlington, President, called the meeting to order at 3:35 p.m.

Announcements & Community Updates:

Jason Weisz distributed The Toni Times, shared April 19 is Earth Day and Assembly Speaker Atkins will have a booth at the Earth Day celebration in Balboa Park, Jason also explained the Governor’s drought measures. Kim Berry from Heartwork Coffee Bar shared her vision for a “Mission Hills Walk About” and will meet with MHBID staff to develop a plan for consideration by the MHBID Promotions Committee. Julio de Guzman from City Attorney Goldsmith’s office provided an update on the success of community courts.

Approval of Minutes – March 2015 Approved

Curl/Lombardi

Approval of Financials – March 2015 Approved

Yap/White

Committee Reports - Updates

Executive Committee:

Executive Director Annual Review: Closed Session 5/20/15 3:00 PM Approved

Curl/Lombardi

Promotions Committee:

Watlington shared a plan to upgrade the social media program from a workshop to a collective marketing campaign with Blue Like Neon offering pro bono direction. Approved

Curl/Curnett

Daniel Geddis provided an update view of the MHBID iDirectory.

Minutes of the Mission Hills BID Board of Directors

April 15, 2015 3:30 PM

Continued

Economic Development Committee:

Staff provided an update on the SANDAG grant for Mission Hills Free Bike-In Movie Night and Neighborhood Ride scheduled for Sunday, April 26, 2015. Judi Tentor, a resident of Mission Hills, Daniel Geddis of One Mission Realty and staff are collaborating on all aspects of the event that will begin at 11:30 with a Safety Workshop at Mission Hills Fabric Care Center, include a ride within the BID, encouragement to enjoy shopping and dining, and conclude at Cinema Under the Stars with Bicycle Film Shorts, Bicycle Talks and the feature film Wadjda. Staff encouraged all to attend.

Staff shared the April 23 SANDAG Update on the Bike Way in Mission Hills has been postponed.

Staff shared the San Diego Regional Airport Authority has requested to provide a community update. Staff asked for board support for this to be a Joint MHBID/MHTC hosted event. Staff will work with all parties to produce event.

Approved

Curl/Curnett

Janet O'Dea made a presentation on keeping the off-ramp on University Avenue open to vehicular traffic, shared 44 survey results, and asked for support from the Mission Hills BID. Sharon Gehl, shared the 2 ½ year history of the project and community update at Cinema Under the Stars in 2014. Watlington asked for a Motion. Curl moved the MHBID wait until after the SANDAG update to vote on O'Dea's request. Seconded by Curnett. The board voted unanimously in favor of Curl's motion.

Design Committee:

Stuart White shared the continuing need for a plan to improve the median beyond Albatross, pursuing a design concept for Reynard Way that includes traffic calming, and a bike way on Reynard Way.

MH Parking Advisory Committee:

Daniel Geddis shared the Parking presence he created on the MHBID website and asked for feedback from those who visit this page. With the support of funding from the UCPD, Geddis will be maintaining the Parking page with updates and the addition of relevant news through January 2016.

The UCPD has formed an Ad Hoc committee to offer advice on the Uptown Community Transportation Update, including the proposed bike way through Mission Hills. The MHBID executive director will serve on this Ad Hoc committee.

MHBID executive director toured the BID with Tom Landre from the City of San Diego and identified 20 Dero bike hitch locations; these included IRR and the upper portion of the Mission Hills BID on streets adjacent to West Washington. The sites were passed along to Daniel Geddis to add to the website's Parking page. The bike hitch order will take six + weeks.

Elizabeth Hannon and MHBID executive director shared the City of San Diego responded to a request by the UCPD board seeking clarification on UCPD funding for Safety Lighting, Landscaping and Special Event Transportation. The City supports the lighting and landscaping but not the special event transportation.

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, May 20, 2015, at MH Books & Collectibles, beginning at 3:30PM w/ Closed Session at 3:00PM.

Watlington adjourned the meeting at 5:00 PM

Curnett/White