



## BUSINESS IMPROVEMENT DISTRICT

### Minutes of the Mission Hills BID Board of Directors

April 20, 2016 3:30 PM

Mission Hills United Methodist Church – 4044 Lark Street

The April “Month of Meetings” are underwritten by Brad Sund – State Farm Insurance

#### 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  
Krista Lombardi- Scott & Quinn  
Patti Yap – Chase Bank

#### Guests:

Brad Sund – State Farm Insurance  
Daniel Geddis, One Mission Realty

#### Staff:

Susan McNeil Schreyer, Executive Director

#### Excused Absences:

Anthony Nyikos- Perfect Space  
Terry Parks- Washington West Hair Studio

T. Curnett called the meeting to order at 3:32 and thanked Brad Sund – State Farm Insurance for underwriting the April “Month of Meetings”.

**Non-Agenda Public Comment:** T. Watlington shared Thursday April 28, 2016 is Dining Out For Life. This 10<sup>th</sup> Annual dining fundraising event raises money for AIDS service organizations.

#### Executive Committee:

##### Approval of Minutes

March 2016

Approved

*Watlington/Curl*

##### Approval of Financials

March 2016

Approved

*Curl/ Watlington*

Placing Mixer Host’s Logo on MHBID Website?

Approved

*Watlington/Lombardi*

The mixer host’s logo will be placed on the MHBID website the month the mixer is taking place. This is a way the MHBID may thank the host.

The March Mixer Raffle earnings were \$167. A. Patterson and T. Curl lead a discussion suggesting pre-counting raffle tickets into groups more easy to handle. Liking the MHBID on Facebook, Instagram and Twitter in advance of June’s Mixer to get free raffle tickets was also suggested.

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**Promotions Committee: Began at 3:47 pm**

Executive Director shared updates on the following:

“Month of Meetings” underwriters have been secured through May with John Ealy – Owner of Harley Gray Kitchen and Bar underwriting May’s BID meetings.

“A Word From Our President” was presented as a hand-out.

The San Diego County Fair banner partnership raised \$3550. Banners are scheduled to be installed in Mission Hills in mid-May.

D. Geddis provided a website analytics update and shared a hand-out. The analysis focused on “Top 10 California Cities” viewers to the MHBID website represented over a 30 day period March 20, 2016- April 19, 2016. The largest number of viewers to the MHBID website were from San Diego (71%) followed by Los Angeles (13%) with an almost even distribution of viewers from Carlsbad, Chula Vista, El Cajon, Lakeside and San Francisco. Less than 1% of the viewers came from La Mesa, Lemon Grove and San Marcos. D.Geddis also provided Facebook analytics which included “hitting the 500 Likes benchmark” in April; Twitter analytics with 1,375 followers; and Instagram with 221 followers. T. Watlington is seeking a “social media plan.”

Executive Director shared CD-3 Candidates Forum information for April 28, 2016; 6:00 p.m. start time at 705 16<sup>th</sup> Street. Received 20 advance questions and will accept more on evening of forum.

**Economic Development Committee: Began at 4:10 pm**

Accept additional \$350 grant from SANDAG for 5/22/16 event. Approved **White/Lombardi**

Additional funding became available when another grantee dropped out. The acceptance of \$350 will increase the grant agreement to \$3,000 and fully fund the Mission Hills Bike to Business Ride and Symposium. 11:30 launch will occur at Mission Hills Fabric Care Center and the Symposium will occur at Kengina ASCENT Real Estate’s Meeting Room, beginning at 2:30. Big Wheeler Contest will encourage riders to shop, dine and enjoy the entire Mission Hills BID.

**Design Committee: Began at 4:17 pm**

Executive Director provided an update on the planned development of three residences on Reynard Way. They will be offered “for sale”.

Should the MHBID undertake a Mission Hills Banner Program? Approved **Patterson/Lombardi**

Other BIDs are promoting their businesses through various banner opportunities. The SD County Fair banner partnership is a success we can build upon. Should logos be allowed? Action: Move forward with planning, pricing, and design for a banner program and bring to next Promotions Committee.

Mission Hills BID Board of Directors Meeting adjourned at 4:35. Approved

**White/Yap**

**The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, May 18, 2016 beginning at 3:30 p.m. at Mission Hills United Methodist Church, 4044 Lark Street.**

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**MH Parking Advisory Committee: Began at 4:35 pm**

Called to order by MHPAC Chair Susan McNeil Schreyer

**Public Parking Signage, Design, Size, Cost- Update**

Discussion ensued about Mission Hills’ need to promote public parking through creative and appropriate signage connecting with the heritage image of the community. There are currently only two or three directional parking signs in Mission Hills. They are unattractive. They are small. Are they well-placed? Is this type of signage out-of-date? Do drivers see it? What are the City’s guidelines for design, size, and placement? What are the costs? A. Patterson suggested options for parking signage be explored as there is a \$5,000 allocation in the MHPAC FY17 budget for this. S. White asked for parking hit numbers from the BID website’s Parking Page.

MHPAC Chair provided an update on the progress being made with the parking survey on W. Washington between Brant and Dove; signatures were collected and given to the City on March 16. It is a 30-90 day process.

The MHPAC meeting adjourned at 5:00 p.m.

Approved

***Curnett/Lombardi***