



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

May 20, 2015 3:30 PM

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

Directors Present:

Trish Watlington- The Red Door & The Wellington
Patti Yap – Chase Bank
Tom Curl - Ascent Real Estate
Stuart White – SWD
Krista Lombardi- Berkshire Hathaway
Terry Parks- Washington West Hair Studio

Guests:

Janet O’Dea- Powers Plumbing
Daniel Geddis- One Mission Realty
Audrey Patterson- Patterson Engineering
Nerea Urtasin- Supervisor Ron Roberts
Sean Klope- Blue Like Neon

Staff:

Susan McNeil Schreyer, Executive Director

Excused Absences:

Troy Curnett- One Mission West

Unexcused Absences:

Anthony Nyikos- Perfect Space

Watlington, President, called the meeting to order at 3:30 p.m.

Announcements & Community Updates:

Janet O’Dea shared the 2020 Vision Uptown Community Transportation plan under development by Alan Hoffman and asked the board to consider a full presentation of this plan by Mr. Hoffman. Watlington stated this request would be referred to committee. Watlington mentioned San Diego Magazine Best of Restaurants recognized several Mission Hills restaurants; remember to mention in TASTE promotions.

Approval of Minutes – April 2015

Approved

White/Curl

Approval of Financials – April 2015

Approved

White/Yap

Committee Reports - Updates

Executive Committee:

Watlington shared today’s closed session annual review of executive director that resulted in acceptance of offer to continue serving the BID. MHBID office will be closed over Memorial Day Weekend (5/21-5/27) as executive director will be on vacation.

Promotions Committee:

Sean Klope from Blue Like Neon shared the Mission Hills BID collective marketing campaign plan with Blue Like Neon offering technical assistance direction with BID paying \$700 which will be entirely allocated to target a specific demographic to Mission Hills businesses and build a database mainly through Facebook.

Approved

White/Parks

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May 20, 2015 3:30 PM
Continued

Promotions Committee continued:

Executive Director and Daniel Geddis provided an update on the banner contest; suggested it be online at the Mission Hills BID website and be called **WHO DAT!? Banner Hunt Contest** featuring a Q & A of all banner participants with a contest registration process to capture names and emails, and a grand prize of the MHBID's un-used bicycle valued at approximately \$400. Discussion ensued about the length of time for the contest and the prize. Executive director will look into the banners staying longer and the bicycle prize option. Approved **Parks/Curl**

Daniel Geddis provided an update on the collection of viewer analytics from Mission Hills BID since the launch of the new format. Views have increased significantly from less than 100 per week to nearly 1,000 per week.

Economic Development Committee:

At the May 6th MHBID meeting of committees, Kara Kong, requested written support from the BID for the Rock 'n' Roll San Diego Marathon, Sunday May 31, 2015. This is a longstanding annual event the BID has continued to support. White voiced an abstention. Approved **Yap/Curl**

Executive Director provided final update on April 26, 2015 **Mission Hills Free Bike-In Movie Night and Neighborhood Ride.**

Executive Director shared the San Diego Regional Airport Authority community update Joint MHBID/MHTC event has been scheduled for June 11, 2015 at Francis Parker School from 6:00-7:00PM.

Design Committee:

Executive Director shared the PROW Enhancement Program and desire to educate the Mission Hills BID members through the use of the PROW booklet provided by the City of San Diego

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 updated Parking presence he created on the MHBID website. Demonstrated parking location tab useful information.

Executive Director shared Uptown Community Parking District election results to fill seat on executive committee. MHBID representative elected UCPD secretary and will serve on its executive committee.

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, June, 17 2015, at MH Books & Collectibles, beginning at 3:30PM.

Watlington adjourned the meeting at 4:50 PM

White/Parks