



## BUSINESS IMPROVEMENT DISTRICT

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

May 18, 2016 3:30 PM

Mission Hills United Methodist Church – 4044 Lark Street

The May “Month of Meetings” are underwritten by John Ealy of Harley Gray Kitchen & Bar

#### Directors Present:

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

#### Guests:

Jayna Straughn- City of SD  
Daniel Geddis, One Mission Realty  
Sharon Gehl- MHTC Liaison  
Brandy Shimabukuro- City of SD  
Brad Sund- State Farm Insurance

#### Staff:

Susan McNeil Schreyer, Executive Director

#### Excused Absences:

Stuart White – SWD

T. Curnett called the meeting to order at 3:32 and thanked John Ealy, owner of Harley Gray Kitchen and Bar for underwriting the May “Month of Meetings”.

**Non-Agenda Public Comment:** Sharon Gehl thanked MHBID board member Krista Lombardi for her support in gaining the Mission Hills Garden Club as a Summer Concerts sponsor.

#### Announcements and Community Updates:

The annual review of the BID’s executive director was held in a special and closed session meeting immediately prior to the BID board of directors meeting. The BID board has extended an offer of continued employment and the executive director has accepted.

The next BID Mixers will take place on June 15 at CHIROPRACTIQUE Urban Retreat and on September 21 at La Vie Dance and Culture.

#### Executive Committee:

##### Approval of Minutes

April 2016

Approved

*Lombardi/Yap*

##### Approval of Financials

April 2016

Approved

*Patterson/Curl*

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**Promotions Committee: Began at 3:41 pm**

Executive Director shared updates on the following:

“Month of Meetings” underwriters have been secured through June with Tom Curl of The KenGina Team at Ascent Real Estate underwriting June’s BID meetings.

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

The San Diego County Fair banners were installed in Mission Hills on May 18. Look up, find your banner, and post your banner on social media.

D. Geddis provided a website analytics update and shared a hand-out. His report covered the timeframe April 18 through May 17, 2016 with 795 users to the BID website; 519 likes on facebook; 329 followers on instagram, and 1,382 followers on Twitter. Parking data will be shared later, during the MHPAC meeting.

Executive Director shared CD-3 Candidates Forum on April 28, 2016 was well-attended and offered an opportunity for Downtown Partnership, Gaslamp Quarter, East Village Association, Hillcrest and Mission Hills to share with the candidates the important functions performed by BIDs.

**Economic Development Committee: Began at 4:00 pm**

Post City of SD Filming destination opportunities on BID website. Approved **Watlington/Patterson**  
Brandy Shimabukuro from the City of San Diego’s Special Events and Filming Department shared the City launched their “Showing Your Neighborhood to the Film Industry” website on May 14, 2016. They are seeking to build a region wide resource and are offering neighborhoods the opportunity to promote themselves to the film industry. D. Geddis shared he interned with the former San Diego Film Commission. S. Gehl shared there is a location scout in MH and the community seems welcoming.

Mission Hills Year-Round Banner Sponsorship Launch. Approved **Nyikos/Lombardi**  
Launch with title of Spotlight Mission Hills following removal of Taste banners in mid-October. Receive 3 photo submissions per banner. BID has final approval on selection. Move forward with registration form for 6-7 month installation throughout the BID at \$300 per banner; no more than 3 banners per business, unless there are unsold banner spaces at registration deadline.

Send follow-up Letter on Proposed Uptown Community Plan Approved **Curl/Parks**  
The proposed Uptown Community Plan Update review process is moving forward. The MHBID sent a letter on December 11, 2015. Should it send a follow-up letter? What changes if any should be made to the earlier letter? Change the date and leave the rest the same.

Send Homeless Prevention Funding Request Letter Approved **Watlington/Yap**  
Executive Director shared there may be federal funding available to address chronic homelessness and aggressive transient matters. Several BIDs are sending letters to the City Council requesting a portion of this funding. Should MHBID send a letter requesting funding to address these matters in Mission Hills?

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**Economic Development Committee: continued**

Executive Director updated on the progress being made on the SANDAG iCommute grant and urged participation at the “Mission Hills Community Bike to Business Ride and Symposium” on Sunday, May 22, 2016.

**Design Committee: Began at 4:35 pm**

Executive Director provided an update on the request by Evolve for Bike Racks on W. Lewis Street. The Design Committee has met with business owners and has been unable to find an area in the PROW wide enough to install a bike rack. Nearby businesses are not interested in a bike rack near the bus top at West Lewis and Palmetto.

Executive Director shared Matt Schmidt at the City is overseeing the safe mobility, traffic calming, stop sign study resulting from a request for a stop signs at W. Lewis and Palmetto, by business owners on W. Lewis. The study results will be shared when they become available. A. Patterson shared options for traffic calming and offered to also share these with business owners on W. Lewis.

Accept \$25,000 grant from SD County Supervisor Ron Roberts Approved **Parks/Watlington**  
Executive Director shared on May 10, 2016 the board of supervisors approved the MHBID’s grant request submitted in November 2015.

Mission Hills BID Board of Directors Meeting adjourned at 4:40. Approved **Patterson/Lombardi**

**The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, June 15, 2016 beginning at 3:30 p.m. at Mission Hills United Methodist Church, 4044 Lark Street. A Summer Business Mixer will follow from 5:30-7:30 at CHIROPRACTIQUE Urban Retreat.**

**MH Parking Advisory Committee: Began at 4:40 pm**

Called to order by MHPAC Chair Susan McNeil Schreyer who shared Ben Verdugo, UCPD, submitted his resignation on May 9, 2016.

Jayna Straughn, City of San Diego, presented on India Street at W. Washington pedestrian improvements. Construction will begin in June 2016. The pedestrian ramps will become wheelchair accessible. The median will not be addressed. Parking will be negatively impacted. Note on Pkg Pg.

Join Phase 1 of Uptown Wayfinding and Parking Signage Project Approved **Curnett/Nyikos**  
At a cost of no more than \$690 from the MHPAC funds, the MHPAC voted to support teaming with the other communities in the UCPD. This is for Phase 1 only.

Chair updated on the parking survey on W. Washington between Brant and Dove & given to the City on March 16. B. Verdugo submitted to City on March 24. It is a 30-90 day process.

D. Geddis presented 374 page views; 110 to parking map, 80 to agenda, 44 to parking. 40 to meter, 32 to meter cards, 24 to head-in parking, 18 to news and updates and miscellaneous single digits views to other Parking Pages.

The MHPAC meeting adjourned at 4:55 p.m. Approved **Lombardi/Curnett**