



**BUSINESS IMPROVEMENT DISTRICT**

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

**Wednesday, May 17, 2017 3:00 PM**

**Mission Hills United Methodist Church – 4044 Lark Street**

**The May Month of Meetings are Underwritten by Minka and Mark Hull – Mission Hills Financial**

**Directors Present:**

Krista Lombardi- Scott& Quinn  
Audrey Patterson, Patterson Engineering Inc  
Troy Curnett- One Mission Realty  
Brad Sund- State Farm  
Trish Watlington- The Red Door

**Guests:**

Brittany Bailey- Councilmember Ward’s Office  
Daniel Geddis- Team D&B One Mission Realty  
Sharon Gehl- MH Resident

**Staff:**

Susan McNeil Schreyer, Executive Director

**Directors Excused:**

Patti Yap- Chase Bank  
Stuart White- SWD

K. Lombardi called the meeting to order at 3:10PM immediately following Special and Closed Session

**Announcements & Community Updates:** ED shared City approved BID budgets yesterday (5/16) and Shakespeare’s Corner Shoppe prepared high tea for Prince Andrew which was served at UC San Deigo Chancellor’s home. B. Bailey shared Select Committee on Homelessness established yesterday and the Mayor released his FY18 budget. J. Weisz was not in attendance but prepared a hand-out.

**Approval of Minutes:** April 2017 Approved *Watlington/Curnett*

**Approval of Financials:** April 2017 Approved *Watlington/Patterson*

**Approval of Hartford Insurance** Approved *Patterson/Curnett*

Move policy renewal date from 7/7 to 5/1 to better coincide with need for proof of insurance by the City of San Diego at BID contract renewal time.

**Sponsorship Development** Approved *Patterson/Sund*

Approve tailored approach to prioritize and secure sponsorships for all BID events

**Mission Hills BID Executive Director Annual Review Report-** Need additional time to continue Special and Closed Session Meeting

**Committee Matters:**

**Promotions Committee:**

**Mission Hills BID Column in Presidio Sentinel** Approved *Curnett/Patterson*

Approve request to owner/publisher for photo inclusion in monthly article

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**Promotions Committee: continued**

D. Geddis provided a 30-day glance update hand-out of the BID's social media, 4/17- 5/16, Users: 650; Pageviews: 2,284, Pages/Sessions: 3.02; Top Facebook Posts: 1.) MHBID adjourned in memory of Spencer Topham 1.3K reach, 2.) Shakespeare Pub and Grille awarded Best Fish and Chips 760 reach, 3.) The Bean Counter Welcome to the Neighborhood 542 reach. Top Instagram Posts: 1.) John Ealy Award, 2.) Grand Opening Huntress Florals, 3.) Starlite Mules. ED shared first Red Hot Heroes Steak Dinner Winner enjoyed dinner at FS8 on Saturday 5/13. A Word From Our President and the Presidio Sentinel BID Column offered as hand-outs. June month of meetings sponsor secured and it is Dave and Lauren at Lefty's Chicago Pizzeria. ED shared SD Fire and Rescue Foundation "thank you" notes. San Diego County Fair sample sheet of banners was shared.

**Economic Development Committee:**

**Storefront Improvement Presentation**

Approved

***Patterson/Watlington***

Approve presentation by Alissa Gabriel from City of San Diego's Storefront Improvement division of the Economic Development Department.

**Keep MTS Route 83 Bus in MHBID**

Approved

***Curnett/Watlington***

Write a letter of support to MTS and its board of directors in favor of maintaining Route 83 Bus. MTS is recommending cutting the Route 83 Bus, the red and white mini bus service along Reynard Way and into Mission Hills due to dwindling ridership. Seniors, disabled, and domestic workers depend on it. A hand-out was shared by Sharon Gehl.

**Reynard Way Parcel Mapping by LISC**

Information shared with LISC. Awaiting results of Parcel Mapping by LISC.

**Design Committee:**

**San Diego County Grant**

Approved

***Curnett/Watlington***

Approve grant reconciliation package for submission to County of San Diego.

**BID notification to all BID businesses of PROW Opportunities Update**

BID contact list merged into Mail Chimp.

K. Lombardi adjourned the meeting at 3:55 PM

Approved

***Patterson/Curnett***

**The next meeting of the MHBID will take place on Wednesday, June 21, 2017 beginning at 3:00.**

**RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE**

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**Reconvened as MH Parking Advisory Committee:**

S. McNeil Schreyer called the meeting to order at 3:56 PM

**UCPD Wayfinding Signage Meeting Phase 2 Participation** Approved **Watlington/Sund**

Approve setting date in September for workshop with International Restaurant Row/Graphics Solution's Simon Andrews; Invite MHTC. MHPAC Workshop to precede BID meeting.

**Reynard Way Parking and Transportation Mobility Study RFP Update**

The RFP was legally noticed with a request for proposal deadline of May 22.

**Measurements Completed on West Washington Update**

Multi-Pay Signage will be removed. Nine smart meters will be installed on West Washington between Brant and Dove.

S. McNeil Schreyer adjourned the meeting at 4:10 PM

Approved

**Patterson/Watlington**

**The MHPAC meetings occur twice a month immediately following the MHBID meeting of committees and BID meeting at Mission Hills United Methodist Church, 4044 Lark Street.**