



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

June 17, 2015 3:30 PM

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

Directors Present:

Tom Curl - Ascent Real Estate
Patti Yap – Chase Bank
Terry Parks- Washington West Hair Studio
Krista Lombardi- Berkshire Hathaway
Anthony Nyikos- Perfect Space
Troy Curnett- One Mission Realty

Excused Absences:

Trish Watlington- The Red Door & The Wellington
Stuart White – SWD

Guests:

Alannah Sinclair- Choose Local First
Daniel Geddis- One Mission Realty
Audrey Patterson- Patterson Engineering
Jennifer Pesqueira- El Indio
Julio De Guzman- City Attorney's Office

Staff:

Susan McNeil Schreyer, Executive Director

Curl, Vice President, called the meeting to order at 3:36 p.m. Attendees introduced themselves.

Announcements & Community Updates:

Terry Parks encouraged Alannah Sinclair representing Choose Local First to attend today's meeting and share a community discount card idea for Mission Hills businesses. This card is being offered in Hillcrest and University Heights with a negotiated amount benefitting non-profits. BID explained committee system and encouraged Ms. Sinclair to meet with BID staff and request item be agendaized. Julio De Guzman provided an update on Community Court successes.

Approval of Minutes – May 2015

Approved

Yap/Lombardi

Approval of Financials – May 2015

Approved

Parks/Yap

Committee Reports - Updates

Executive Committee:

Update on Worker's Compensation Insurance; the MHBID has not filed any claims; thus only a small increase in annual premium. Executive director vacation and sick leave discussed. Business owners Jennifer Pesqueira and Audrey Patterson shared new labor laws effective July 1, 2015; they will send info to ED. Curl asked the item be placed on next month's agenda. The November Election process was reviewed per the bylaws Article VI Section 3.1. BID committee and board meetings will not occur in August.

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Continued

Promotions Committee:

Jennifer Pesqueira, co-owner of El Indio shared the restaurant will be celebrating its 75th birthday anniversary on Saturday August 15, 2015 and asked for a support letter from the BID for her City of San Diego permit application packet. ED shared the Uptown Community Parking District had voted to send a similar letter of support. The BID offered to contact City, County and State elected officials to request formal acknowledgements of this event. Approved **Parks/Nyikos**

WHO DAT!? Banner Hunt Contest cannot use the BID's bicycle as the Grand Prize. Replace the bicycle with a grand prize worth \$500. Approved **Nyikos/Lombardi**

Patterson Engineering, Inc has agreed to underwrite the BID's Business Summer Mixer at their offices; 928 Ft. Stockton #201, Wednesday, July 15, 2015, 5:00 p.m. to 7:00 p.m. Daniel Geddis provided an update on the collection of viewer analytics from Mission Hills BID. Views continue to increase significantly.

Economic Development Committee:

At Francis Parker School on June 11, the BID and the Town Council jointly hosted the San Diego Regional Airport Authority Rental Car Center update. It included traffic circulation impacts on Mission Hills, especially West Washington. Opportunities may be available for the MHBID to turn the increased traffic into a positive for the BID. More than 75 attendees signed in. The Airport is seeking the BID's help to update the community on public art at the Rental Car Center. ED recommended moving forward with invitation to Town Council to co-host. Approved **Nyikos/Curnett**

The MHBID FY15 Technical Assistance funds have been exhausted with the final allocation for the MHBID Marketing Collaborative Campaign. Work continues with *Blue Like Neon*.

Design Committee:

Updates are underway to update the content and look of the PROW Enhancement Program materials. Improving the median beyond Albatross, pursuing a design concept for Reynard Way that includes traffic calming, and a bike way on Reynard Way, remain goals. Keep on future agendas.

MH Parking Advisory Committee:

Daniel Geddis showed online updates to MHBID website Parking page including Parking Meters and Bike Hitches.

Authorize ED to seek and obtain access to Mission Hills smart meter data through Jonathan Carey in the City Treasurer Office; or through elected officials, if necessary. Approved **Parks/Curnett**

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, July, 15 2015, at MH Books & Collectibles, beginning at 3:30PM, with a Mixer to follow at Patterson Engineering, Inc from 5:00 p.m. to 7:00 p.m.

Curl adjourned the meeting at 4:43 PM

Yap/Parks