



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

July 15, 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
Troy Curnett- One Mission Realty
Trish Watlington- The Red Door & The Wellington

Guests:

Sharon Gehl- MHTC Liaison
Daniel Geddis- One Mission Realty
Carol Schultz- MHTC Executive Director

Staff:

Susan McNeil Schreyer, Executive Director

Excused Absences:

Stuart White – SWD

Unexcused Absences:

Anthony Nyikos- Perfect Space

Watlington, President, called the meeting to order at 3:32 p.m. Attendees introduced themselves.

Announcements & Community Updates:

The BID welcomed Carol Schultz as the inaugural Executive Director of the MHTC.

Approval of Minutes – June 2015

Approved

Curl/Yap

Approval of Financials – June 2015

Approved

Curnett/Curl

Committee Reports - Updates

Executive Committee:

An update on the Briggs lawsuit against all BIDs except North Park was provided. The board was asked to approve payment of the \$1,000 deductible to retain legal representation by Kevin de Santis, a Philadelphia Life panel attorney in San Diego. Approved *Curl/Curnett*

MHBID Executive Director Vacation/Sick Leave agreement was updated to reflect legislation which became law in California on July 1, 2015. A letter will be sent to MFJ Systems reflecting this update. Approved *Lombardi/Yap*

The month of August will be DARK without BID meetings. The BID office will remain open. BID President shared a nominations committee for the November 4, 2015 Annual Meeting's election of board members and officers will be formed according to the BID bylaws Article VI Section 3.1 and sought board members who wished to be on the committee. See MHBID website for detailed information and applications.

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Promotions Committee:

The BID will host a Business Summer Mixer on July 15 from 5:00-7:00 p.m. at Patterson Engineering, 928 Ft. Stockton #201, immediately following today's board meeting. Thank you Audrey and Curtis Patterson for hosting! The San Diego County Fair Banner Contest Grand Prize worth \$500 ends on 7/16; winners will be announced on 7/17. The banner giveaway will be announced on the BID website and through email. Website analytics update from Daniel Geddis included the top ten pages viewed and the increasing number of views currently at 1,300+ per month.

Economic Development Committee:

The 4th Annual Taste of Mission Hills will occur on Tuesday, October 13, 2015 from 5:00-9:00 p.m. It is the BID's annual fundraising event. This year there is a 600 ticket sales goal; \$25 adv purchase and \$30 day-of-event. Local restaurateur Michael McGeath suggested through BID Executive Director adding music to this year's event.

Approved **Yap/Lombardi**

Design Committee:

BID Executive Director shared the MHBID and MHTC will co-host a 7/21 6:00-7:00 p.m. for the SD Regional Airport Authority update on public art on the exterior of the Rental Car Center. Also shared, Penny Giacalone, chair of the MHTC South Mission Hills Sub-Committee welcomes BID board participation on the subjects of Reynard Way safety, traffic calming, and community identity. Meetings will be called by Giacalone and shared with Design Committee. Keep West Washington to Albatross Median and Reynard Way Median on future agendas.

MH Parking Advisory Committee:

Authorize a letter to the City and SANDAG which includes the following: If the City or SANDAG elect to proceed with the implementation of a bike lane project on the south side of West Washington Street between India Street and the off-ramp, then the Mission Hills BID strongly supports a Comprehensive Plan that includes a retaining wall that would maintain existing parking space for residents, patrons, and businesses, provides protected bike lanes, and a protected pedestrian walkway while preserving the current number of lanes for automobile traffic. Given that multiple "DRAFT" plans from multiple agencies are being discussed without specific details available at this time, the Mission Hills BID is currently open to considering all Comprehensive Plans that address our concern for bicycle safety (protected bike lanes), Pedestrian Safety (protected walkways), Maintaining and/or improving the parking situation for residents, patrons, and businesses, and current automobile traffic flow.

Approved **Curnett/Parks**

Daniel Geddis provided an update on the MHBID Parking Page. Smart Meter data access will not be provided to the MHPAC. The Uptown Community Parking District will provide MHPAC with data and analysis.

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, September, 15 2015. During the month of August there will be no BID board meetings.

Watlington adjourned the meeting at 4:30 p.m.

Approved **Lombardi/Yap**