



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

July 20, 2016 3:30 PM

Mission Hills United Methodist Church – 4044 Lark Street

The July “Month of Meetings” are underwritten by Patti Yap @ Chase Bank Mission Hills Branch

Directors Present:

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

Guests:

- Spencer Topham- MH United Methodist
- Daniel Geddis- One Mission Realty
- Tim “TJ” Jones- Haloa Beverage Co
- Lee Harper- Haloa Beverage Co
- Kim Collings- Susan G Komen 3-Day
- Sharon Gehl- MHTC Rep
- Nerea Urtasin- Ron Roberts Office
- Jacques Chirazi- City of SD Ride Share

Unexcused Absences:

- Anthony Nyikos- Perfect Space

Staff:

- Susan McNeil Schreyer, Executive Director

T. Curnett called the meeting to order at 3:30 and thanked Patti Yap at Chase Bank Mission Hills for underwriting the July “Month of Meetings”.

Non-Agenda Public Comment: None

Announcements and Community Updates: Executive director shared Cyber Security Workshop will not take place in September. MHBID will be dark in August, without meetings.

Executive Committee of the BID Items:

Approval of Minutes

June 2016	Approved	<i>Watlington/Lombardi</i>
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Approval of Financials

June 2016	Approved	<i>Patterson/Yap</i>
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Worker’s Compensation Insurance \$1,228 Annually	Approved	<i>White/Curl</i>
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City of San Diego Annual Audit Engagement – Not to exceed \$2,700	Approved	<i>Watlington/White</i>
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Promotions Committee Items of the BID: Began at 3:45 pm

T. Curnett suggested the July and September Month of Meetings Sponsors split the month of August, since August is dark and without meetings. A Word from Our President was shared as a hand-out. J. Daniel Geddis provided website analytics: 63% Female 37% Male; Top age groups viewing BID website = 1.) 25-34, 2.) 55-64, 3.) 35-44. FB 538 Instagram 434 followers.

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Promotions Committee Items of the BID: Continued

Audrey Patterson shared 2016 marks the 10 year anniversary of Patterson Engineering, Inc. PEI is interested in making a donation of some type within the MHBID; perhaps a bench. Audrey is working with BID ED on ideas.

Economic Development Committee Items of the BID: Began at 4:00 pm

Executive Director shared the SANDAG commute grant reconciliation was completed and delivered to SANDAG. Still awaiting reimbursement for expenses. UPDATE ONLY

The 5th Annual Taste of Mission Hills budget for expenses will not exceed \$6,000; working on sponsorships for Old Town Trolley. UPDATE ONLY

Small Business Saturday planning meeting will take place on July 29, 3:00 pm at Maison En Provence. All are welcome to attend.

Susan G. Komen 3-Day representative Kim Collings shared the race will continue through Mission Hills on West Lewis Street, as the MHBID had written to request it do so. A final map is still in the works. The race will take place on November 20, 2016. Ms. Collings was requested to return with an update, perhaps in September.

Spotlight Mission Hills \$300 Year-Round Banner Oct Launch deadline to participate extended to September 20, 2016.

Approved

Watlington/Lombardi

The proposed Uptown Community Plan Update Project 21002568/ SCH review process continues to seek community input as exemptions from CEQA are considered. Update the date on the BID's letter dated December 11, 2015 and send to Marlon Pangilinan and all of those cc'd in the original letter and also to Kurtis Steinert, AICP at the City. NO ACTION NEEDED; SEND AS IS.

Adjourned the Economic Development Committee portion of the BID at 4:20 to hear Jacques Chirazi's presentation at the MH Parking Advisory Committee on proposed Car Share Only Parking in Mission Hills. This item was taken out of order to accommodate Mr. Chirazi.

MH Parking Advisory Committee: Began at 4:20 pm

Called to order by MHPAC Chair Susan McNeil Schreyer.

Jacques Chirazi's presented the proposed Car Share Only On-Street Parking in Mission Hills.

Numerous Q & A were exchanged with Chirazi before he left to attend another meeting, while the MHPAC continued its discussion with a motion to write a letter to include the following:

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MH Parking Advisory Committee: continued

While whole-heartedly supporting the concept of Car Share programs, the MHPAC and MHBID wish to express concerns we are hopeful to have addressed should the pilot program be approved and or expanded in the future:

- 1.) This new Pilot Car Share Only On-Street Parking program utilizes a Public Resource at no cost to private corporations.
- 2.) In contrast, the existing Car Share vehicle program enables users to park in conveniently located metered parking spaces without paying while the Private Car Share Vehicle Corporations reimburse the City. We feel this program is working well in Mission Hills with the exception that 72 hours is too long to leave a car in same meter without moving it.
- 3.) This Pilot Car Share Only On-Street Parking program does not allow the on-street space to be shared by non-Car Share vehicles.
- 4.) This Pilot Car Share Only On-Street Parking program has not been thoroughly vetted by neighborhood organizations.
- 5.) This Pilot Car Share Only On-Street Parking program could be expanded in Mission Hills further reducing parking options for business patrons. Additionally, the parking spaces chosen for expansion might not be in optimal or appropriate locations. If the pilot program were to be considered for expansion in our area, we would like to be included in the decision making process.
- 6.) Parking spaces are in high demand, they are a precious resource for businesses, residents, and visitors alike.
- 7.) Private lots should be considered for Car Share parking in lieu of or in addition to public spaces.

Approved **Watlington/Curnett**

Adjourn the MH Parking Advisory Committee and reconvene as the BID.

Design Committee Items of the BID Items: Began at 4:55 pm

The board considered an invitation from Mission Hills Heritage to place an ad in their Historic Homes Tour Souvenir Booklet. Team Lombardi offered to cover the \$150 fee as the ad fee was not in the BID's budget. SWD agreed to design the ad copy. Approved **Curl/Yap**

The board considered banner design concepts and placement including 1.) \$1,307.20 invoice for anticipated bracket repair and installation by Décor Plan; 2.) \$4,500 Banner Design fee for all banners by SWD; 3.) \$300 Lens Life Photo fee for Spotlight Mission Hills Banner Photos. S. White abstained. Approved **Watlington/Patterson**

Mission Hills BID Board of Directors Meeting adjourned at 5:05. Approved **Watlington/Parks**

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, September 21, 2016 beginning at 3:30 p.m. at Mission Hills United Methodist Church, 4044 Lark Street. The month of August is dark and without meetings.

MH Parking Advisory Committee: Reconvened at 5:05 pm

Called to order by MHPAC Chair Susan McNeil Schreyer.

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MH Parking Advisory Committee: Continued

Chair updated on UCPD Phase One Wayfinding Signage Project. First meeting will occur on Thursday, September 8. All are invited to participate.

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. UCPD staff recently shared it will be August before any results are available. Information Update Only

Chair shared UCPD staff is working with City and MTS on request to shorten red curb and add parking meters due to the installation of fire hydrant in front of 325 West Washington. MHPAC submitted a written request to UCPD on March 16. B. Verdugo submitted to City on March 24. No movement, so far. Information Update Only

The MHPAC wishes the Reynard Way Study to be placed on the Uptown Community Parking District Board agenda in August 2016 so that the MHPAC may begin the RFP process to include, 1. Study existing parallel parking for more efficient parking stall alignment to include motorcycle parking, accessible parking, curb cuts and red curbs; 2. Study possible pedestrian walkways for the length of Reynard Way; 3. Study possible bike path routes for the length of Reynard Way; 4. Study potential median metered parking along the length of Reynard Way; 5. Study possible safety landscaped median for the length of Reynard Way between Sutter Street and Maple Street. During 2015-16 the Reynard Way Study was vetted through the MHPAC Ad Hoc Committee and considered by the MHPAC and included in the FY17 MHPAC budget (July 1, 2016-June 30, 2017) which is a part of the UCPD budget approved by City Council. Approved **Watlington/Curnett**

The MHPAC meeting adjourned at 5:15 p.m. Approved **Curnett/Watlington**