



**BUSINESS IMPROVEMENT DISTRICT**

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

**September 21, 2016 3:30 PM**

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

**The September “Month of Meetings” are underwritten by Krista Lombardi at Scott & Quinn Real Estate**

**Directors Present:**

- Troy Curnett - One Mission Realty
- Tom Curl - Ascent Real Estate
- Audrey Patterson - Patterson Engineering, Inc
- Trish Watlington - The Red Door&The Wellington
- Patti Yap- Chase Bank Mission Hills
- Anthony Nyikos- Perfect Space

**Excused Absences:**

- Krista Lombardi- Scott & Quinn
- Stuart White – SWD

**Unexcused Absences:**

- Terry Parks- Washington West Hair Studio

**Guests:**

- Brian Hess-Team D&B@One Mission Realty
- Daniel Geddis- Team D&B@One Mission Realty
- Sharon Gehl- MHTC Rep
- Brad Sund- State Farm Insurance

**Staff:**

- Susan McNeil Schreyer, Executive Director

T. Curnett called the meeting to order at 3:30 and thanked Krista Lombardi at Scott & Quinn Real Estate for underwriting the September “Month of Meetings”. Each person introduced themselves.

**Non-Agenda Public Comment:** T. Watlington shared Bar by Red Door will open on October 10<sup>th</sup>. Sharon Gehl shared information on the Proposed Uptown Community Plan Update.

**Announcements and Community Updates:** Mission Hills BID Fall Business Mixer is tonight from 5:30 – 7:30 at La Vie Dance and Culture, 325 W. Washington Suite 7. Music, Dance, Food and Raffle Items. The BID’s Annual Meeting and Mixer is scheduled for Wednesday (not Tuesday) November 2 from 4:30-6:30 (not 4:00-6:00) at The Patio on Goldfinch. Special Guest Speaker will be Councilmember Todd Gloria.

**Executive Committee of the BID Items:**

**Approval of Minutes**

July 2016	Approved	<b><i>Watlington/Yap</i></b>
A Nyikos abstained as he was absent from the July board meeting.		

**Approval of Financials**

July 2016	Approved	<b><i>Curl/Yap</i></b>
August 2016	Approved	<b><i>Watlington/Curl</i></b>
Extend current agreement with MH United Methodist Church for 2017 BID meetings.		
	Approved	<b><i>Nyikos/Watlington</i></b>
Authorize executive director to proceed with plans for a Spring fundraiser at Harley Gray to include the firefighters at Fire Station 8 in Mission Hills	Approved	<b><i>Patterson/Curl</i></b>

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

**September 21, 2016 3:30 PM**

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

**The September “Month of Meetings” are underwritten by Krista Lombardi at Scott & Quinn Real Estate  
Page 2**

**Executive Committee of the BID Items: continued**

Executive director shared the Annual Audit is complete. A copy has been sent to each board member and provided to the BID bookkeeper for review. Thank you to Tom Curl for his recommendation of the CPA firm who charged \$2,000 which included the preparation of the BID’s tax forms to be filed in advance of the November 15 deadline.

**Promotions Committee Items of the BID:**

A. Patterson presented an Instagram 500! 10-day photo contest concept celebrating reaching the 500 follower milestone. Patterson Engineering, Inc. will buy two Taste tickets to be awarded to the photo contest winner who receives the most likes. Approved **Watlington/Nyikos**

Month of Meetings Sponsors needed for October and November. A Word from Our President was offered as a hand-out. Daniel Geddis provided an update on website analytics: Last 30 days 721 users; 2,495 page views; FB 560; Instagram 534; Twitter 1,422.

**Economic Development Committee Items of the BID:**

Executive director shared an opportunity to join Small Business Saturday Coalition, receive support for the BID’s activities with no cost to the BID. Approved **Patterson/Nyikos**

Welcome to Mission Hills- Minka Hull of Mission Hills Financial underwrote the design and purchase of 500 tote bags for the BID to deliver to new home purchasers in Mission Hills. K. Lombardi and S. McNeil Schreyer collaborated with M. Hull. K. Lombardi will be team lead on the welcome project. Board asked a thank you note be written to Minka.

The 5<sup>th</sup> Annual Taste of Mission Hills ticket sale are on track with last year’s numbers; 63 sold. 35 in-person and 28 through Brown Paper Tickets, totaling \$1,575. All of the trolleys have been underwritten by Brad Sund of State Farm Insurance, Krista Lombardi and Scott & Quinn Real Estate, and John Ealy of Harley Gray for \$2,100. Signage for each underwriter is in the works.

Spotlight Mission Hills \$300 Year-Round Banner sales are underway with a mid-October launch.

**Design Committee Items of the BID:**

Executive director provided update on progress of banner design concepts and placement including working with Décor Plan to install banners, Stuart White Design to design banners, and Lens Life Photo to take photos for placement onto banner design. All is coming together well.

S. Gehl and S. McNeil Schreyer provided an update on the scheduled hearing dates for the Proposed Uptown Community Plan Update. The matter is scheduled to be before the City Council on November 15. Board voted to send letter stating BID position with updated date to Mayor, Council, planning staff, MHH, MHTC, Uptown Planners, et al. Approved **Watlington/Patterson**

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

**September 21, 2016 3:30 PM**

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

**The September “Month of Meetings” are underwritten by Krista Lombardi at Scott & Quinn Real Estate**

**Page 3**

**Design Committee Items of the BID: continued**

T. Curnett shared an update on PROW progress. The BID’s goal is to share the unique and cost savings benefits our businesses have because they are in a BID. Other BIDs have established punitive processes which we are disinclined to implement. T. Curnett and A. Patterson will continue to work on this matter, along with executive director.

Mission Hills BID Board of Directors Meeting adjourned at 4:50. Approved **Watlington/Patterson**

**The next board meeting is Wednesday, October 19, 2016 beginning at 3:30 p.m. at MH United Methodist Church, 4044 Lark Street in Mission Hills.**

**Reconvene as Mission Hills Parking Advisory Committee at 4:50 pm**

**MH Parking Advisory Committee:**

Called to order by MHPAC Chairperson Susan McNeil Schreyer.

Chair shared letter was sent to Uptown Parking District and to Jacques Chirazi outlining the Mission Hills PAC’s position on Car Share Only On-Street Parking 2-Year Pilot Program in Mission Hills. The letter was a hand-out at the September Meeting of Committees. **Information Update Only**

Chair and D. Geddis updated on UCPD Phase One Wayfinding Signage Project initial meeting on Thursday, September 8, which Simon Andrews facilitated. D. Geddis shared wayfinding signage design idea from Oregon. Next meeting is Tuesday, October 18. **Information Update Only**

MTS denied our request to shorten the red curb and add parking meters in front of 325 West Washington, stating they need the length of the red curb for right turns. **Information Update Only**

Chair updated that Uptown Community Parking District (UCPD) staff confused north and south sides of W. Washington in the parking survey on W. Washington between Brant and Dove. In a written communication between MHPAC Chairperson and UCPD staff, UCPD staff stated parking options will be provided, and implementation will be expedited, when MHPAC reaches a decision. A. Patterson offered information on the curb cut on Brant and current code standards. **Information Update Only**

The MHPAC’s request to pursue an RFP for a Reynard Way Study 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, was approved by Uptown Community Parking District Board on August 8, 2016. **Information Update Only**

The MHPAC meeting adjourned at 5:00 p.m. Approved **Curnett/Nyikos**