



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

September 20, 2017 3:00 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:

Krista Lombardi- Scott & Quinn
Troy Curnett - One Mission Realty
Audrey Patterson - Patterson Engineering, Inc
Trish Watlington - The Red Door/BAR by Red Door

Guests:

Jason Weisz- Senator Toni Atkins
Daniel Geddis- Team D&B@One Mission Realty
Nerea Urtasin- Supervisor Ron Roberts

Excused Absences:

Stuart White – SWD
Brad Sund- State Farm Mission Hills

Staff:

Susan McNeil Schreyer, Executive Director

K. Lombardi called the meeting to order at 3:07. Board thanked Krista Lombardi at Scott & Quinn Real Estate for underwriting the September “Month of Meetings”. Self introductions occurred.

Non-Agenda Public Comment: None

Announcements and Community Updates:

Executive director shared all bookkeeping was delivered to Chuck Beck CPA in August for Annual Audit review required by the City of San Diego. Mission Hills BID Fall Business Mixer is tonight from 5:30 – 7:30 at Shakespeare Pub and Grille, 3701 India Street. The BID’s Annual Meeting and Mixer is scheduled for Wednesday November 8 from 4:30-6:30 (not 4:00-6:00) at BAR by Red Door, 729 W. Washington. Special Guest will be Councilmember Chris Ward. BID President will establish nominations committee for election fo directors and officers.

J. Weisz distributed the Toni Times and shared the status of senate bills. N. Urtasin discussed San Diego County grants.

Executive Committee of the BID Items:

Approval of Financials

June 2017	Approved	<i>Watlington/Lombardi</i>
July 2017	Approved	<i>Curnett/Watlington</i>
August 2017	Approved	<i>Curnett/Watlington</i>

Approval of Minutes

June 2017	Approved	<i>Curnett/Lombardi</i>
July 2017	Lack of Quorum/Approved	<i>Lombardi/Curnett</i>

Approved with correction noting A. Patterson as excused absence.

August 2017 was dark and without meetings.

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Executive Committee of the BID Items: continued

Motion: Extend current agreement with MH United Methodist Church for 2018 BID meetings. All terms remain the same as prior year. Approved **Curnett/Watlington**

Motion: Accept resignation of Patti Yap who accepted a Chase Banker position elsewhere. Approved **Watlington/Curnett**

Promotions Committee Items of the BID:

A.Patterson presented Instagram 1000!

Motion: 10-day photo contest to start 9/23 with goal of reaching the 1000 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/Curnett**

A Word from Our President was offered as a hand-out. Daniel Geddis provided an update on social media analytics: 8/16-9/12 = 1,324 reached; 215 engagements; 131 interested in going to TASTE; Top Posts: Lazy Acres received 1,201 impressions; BAR by Red Door received 742 Impressions. FB 655; Instagram 988; Twitter 1,549. Month of Meetings Sponsors needed for October. Lazy Acres Opening preview week collected \$5,000 for Grant and Florence Schools to share equally. Taste ticket sales were also shared as follows: 79 tickets sold: 33 on BPT; 11 on SQ; CASH purchases by T. Curnett, K. Lombardi and A. Peterson total 35.

Economic Development Committee Items of the BID:

Motion: Partner with AmEx on Small Business Saturday, receive support for the BID’s activities with no cost to the BID. Approved **Watlington/Curnett**

Executive director provided update on Small Business Saturday 9/6 meeting with AmEx including agreements for full page ads, banners for all lamp posts in MHBID, 2 Old Town Trolleys from 11:00-5:00 on 11/25 collateral materials and Sip&Shop. A discussion ensued about a space to set up booths and what the BID will charge \$75, \$150, \$175. Agreed for A. Patterson’s target audience of home based businesses \$95 was good. Booths will open 6 hours from 11:00-5:00. K. Lombardi will oversee recruitment of volunteers to cover shifts from 9:-00-6:00. A. Patterson offered 5 tables from PEI and K Lombardi offered one table. A. Patterson will endeavor to be at booths at end of event. During executive director annual review the BID board of directors stated Small Business Saturday and Sip&Shop will raise \$5,500. All present today agreed this was aspirational and executive director will not be held to raising this amount. Executive director shared coupon/ad in 1,000 canvass bags idea. The concepts are evolving.

Motion: \$95 booth fee minimum, \$100 to place 1,000 ads/coupons into 1,000 canvas bags (extend free offer to sip purveyors who offer free sips) and charge \$15 per ticket for Sip&Shop. Approved **Curnett/Watlington**

Consider a 6th Annual Taste of Mission Hills ad in lieu of column in October Presidio Sentinel?

Motion: Agree to forego the October column in the Presidio Sentinel and replacing the space with a full page color ad for an additional \$250. Approved **Patterson/Watlington**

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Design Committee Items of the BID:

Executive director introduced the idea of a January 2018 Architectural Series and Call to Action banner unveiling. The event would honor architectural elements throughout Mission Hills by inviting building occupants and owners to attend the event. Also seeking designer Stuart White and the BID board’s attendance.

Motion: Approve event with executive director selecting the date which works best.

Executive director shared Spotlight Mission Hills \$300 Year-Round Banner renewals and sales are underway for 2018 with October being the last month for 2017 Spotlight banners. The 7 month banner display over the year was reached.

Executive director shared Taste banners were installed on all 69 lamp posts on 8/29. They will be removed the night of Taste and replaced with Spotlight Mission Hills banners.

Mission Hills BID Board of Directors Meeting adjourned at 4:35. Approved **Watlington/Patterson**

The next board meeting is Wednesday, October 18, 2017 beginning at 3:00 p.m. at MH United Methodist Church, 4044 Lark Street in Mission Hills.

Reconvene as Mission Hills Parking Advisory Committee at 4:35 pm

MH Parking Advisory Committee:

Called to order by MHPAC Chairperson Susan McNeil Schreyer.

At its October 18 meeting the BID will host the International Restaurant Row Parking Elections for the seat on the Uptown Community Parking District. Ads have been posted by UCPD in the Presidio Sentinel and Uptown News. **Information Update Only**

Community Kick-Off for Reynard Way Parking and Alternative Transportation Modalities Study is happening on Saturday 9/23 from 10:00-11:30 at The Frame Maker, 3102 Reynard Way. Stuart White, Mike Singleton and Susan McNeil Schreyer have been collaborating on presentation. **Information Update Only**

MTS 83 Bus Route Transportation Optimization Plan meeting of the MTS will occur on Thursday, 9/21 from 9:00-12:00. All are invited to attend and be heard. Thanks to Sharon Gehl for involving and updating the BID. **Information Update Only**

The MHPAC meeting adjourned at 4:40 p.m. Approved **Curnett/Lombardi**