



**BUSINESS IMPROVEMENT DISTRICT**

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

**October 19, 2016 3:30 PM**

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

**The October “Month of Meetings” are underwritten by Anthony Nyikos, Owner, Perfect Space**

**Directors Present:**

- Troy Curnett - One Mission Realty
- Terry Parks – Washington West Hair Studio
- Krista Lombardi- Scott & Quinn
- Patti Yap- Chase Bank Mission Hills
- Trish Watlington - The Red Door&The Wellington

**Excused Absences:**

- Audrey Patterson - Patterson Engineering, Inc
- Tom Curl - Ascent Real Estate
- Stuart White – SWD
- Anthony Nyikos- Perfect Space

**Guests:**

- Brian Hess-Team D&B@One Mission Realty
- Daniel Geddis- Team D&B@One Mission Realty
- Nerea Urtasin- Spvr Ron Roberts Office

**Staff:**

- Susan McNeil Schreyer, Executive Director

T. Curnett, President, called the meeting to order at 3:32 and thanked Anthony Nyikos, Owner, Perfect Space, for underwriting the October “Month of Meetings”.

**Non-Agenda Public Comment:** T. Watlington shared Bar by Red Door will open on October 20<sup>th</sup>.

**Announcements and Community Updates:** The BID’s Annual Meeting and Mixer are scheduled for Wednesday November 2 from 4:30-6:30 at The Patio on Goldfinch. Special Guest Speaker will be Councilmember Todd Gloria. Councilmember-elect Chris Ward has confirmed he will attend.

**Executive Committee of the BID Items:**

**Approval of Minutes**

September 2016 Approved **Watlington/Parks**

**Approval of Financials**

September 2016 Approved **Watlington/Yap**

Accept Annual Audit of Accounts Approved **Lombardi/Watlington**

File MHBID Taxes based on Annual Audit Approved **Lombardi/Yap**

Executive Director shared September Mixer Raffle Earnings were \$163 **Update**

Accept the Slate of Candidates to the board of Directors as set forth by the Nominating Committee as follows: Nominate T. Watlington, K. Lombardi, and B. Sund for election as directors; each to a two year term for election at Nov 2, Annual Meeting. Approved **Parks/Lombardi**

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

Accept the Slate of Officers of the Board set forth by the Nominating Committee as follows: K. Lombardi, President; P.Yap, Vice President; A. Patterson, Secretary; T.Curnett, Treasurer

Approved

**Watlington/Yap**

There were no nominations from the floor for 2016 Board of Directors Seats *as set forth in the Bylaws of the Mission Hills BID Article VI Section 3.1.*

Establish January 11, 2017 Strategic Planning Workshop; 11:30-3:30. Board Meeting to occur at end of workshop.

Approved

**Lombardi/Watlington**

**Promotions Committee Items of the BID:**

T. Curnett requested the formation of a Marketing and Social Media Ad Hoc Committee with an eye toward monetizing the BID website.

Approved

**Parks/Watlington**

The Instagram 500! 10-day photo contest celebrating reaching the 500 follower milestone was led by A. Patterson. The photo contest winner who received the most likes took a photo inside Aero Club. The BID will consider another Instagram photo contest for Nov 26 Small Business Saturday.

A Word from Our President was offered as a hand-out.

Daniel Geddis provided an update on website analytics: Last 30 days 1,578 users; 5,265 page views; FB 591; Instagram 597; Twitter 1,424. 65% of viewers were from the following zip codes: 92103, 92116, 92101, 92104

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

At the Committee meeting of October 5, J. Lomac and S. Shushan presented the BID with a request for support for the M.A.D. and/or the BID taking over the administration of the M.A.D. The BID considered the offer and has asked the BID executive director to explore options for further consideration.

Approved

**Parks/Lombardi**

Executive Director provided the following updates from committee: 1.) the University Avenue Pipeline Project presentation by the City offered resurfacing and restriping of the area impacted by the project which the City had previously only offered to slurry seal; 2.) the Small Business Saturday Coalition has offered its resources for Mission Hills BID to place a local ad (\$1200) as well as to print and hang street banners (\$5000), moving forward with design for both; 3.) a big thank you to Mission Hills Financial for collaborating with the BID and including the BID’s logo on tote bags to welcome new Mission Hills homeowners; 4.) Taste of Mission Hills was a success thanks to ticket sales at One Mission Realty and Luxury Farms, and online at Brown Paper Tickets; underwriting of the Old Town Trolley, and generous participation by restaurant owners and other businesses that stayed open late. Funds are still being counted; and, 5.) Spotlight Mission Hills Year-Round Banners were installed on Thursday, October 13.

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**Design Committee Items of the BID:**

Executive director provided updates on 1.) 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 are continuing to come together well. 2.) The Proposed Uptown Community Plan Update is scheduled to be before the City Council on November 15. BID position letter was updated with new date only and sent to Mayor, Council, planning staff, MHH, MHTC, Uptown Planners, et al. 3.) T. Curnett shared the BID’s goal is to share the unique and cost savings benefits our businesses have because they are in a BID. The MHBID does not want to focus on punitive measures. 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 4:15. Approved **Watlington/Patterson**

**The next board meeting is the Annual Meeting on Wednesday, November 2, 2016 beginning at 4:30 p.m. at The Patio on Goldfinch, 4020 Goldfinch Street in Mission Hills.**

**Reconvene as Mission Hills Parking Advisory Committee at 4:15 pm**

**MH Parking Advisory Committee:**

Called to order at 4:15 by MHPAC Chairperson Susan McNeil Schreyer.

Chair shared UCPD created hand-out with options for timed parking at W. Washington between Brant and Dove from the following: 1.) Single Smart Meter Installation at \$270 per meter and possible lessening of parking spaces due to City’s 20’ – 22’ marked stall requirement ; 2.) Multi-space Meter Installation cleaner, less cluttered sidewalk with marked stalls at \$2,700 total cost; 3.) Time limited signage installation w/o stall markings. MHPAC seeks Single Smart Meter installation with 2 hour limits and a cost of \$1.25 per hour be brought to UCPD.

Approved **Curnett/Parks**

Chair shared Reynard Way Study by MHPAC approved at UCPD on 8/8/26 with 9/12/16 offer from Bankers Hill Parking Committee to co-author the MHPAC Request for Proposal and help financially. MHPAC appreciates offer, will coordinate, but does not wish to share co-authoring of the RFP.

Approved **Curnett/Watlington**

D. Geddis updated on UCPD Phase One Wayfinding Signage Project October 18 meeting. Of concern is the suggested “brown” color choice for Mission Hills. Next meeting is November 15.

**Information Update Only**

The MHPAC meeting adjourned at 4:32 p.m.

Approved

**Parks/Curnett**