



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

October 18, 2017 3:00 PM

Mission Hills United Methodist Church – 4044 Lark Street

Directors Present:

Krista Lombardi- Scott & Quinn
Stuart White – SWD
Troy Curnett - One Mission Realty
Audrey Patterson - Patterson Engineering, Inc
Trish Watlington - Red Door/BAR by Red Door
Brad Sund- State Farm Mission Hills

Guests:

Daniel Geddis- Team D&B@One Mission Realty
Susan Moreno- Washington Mobil
Jocelyn Maggard- City of San Diego
Michael Barder- Great Chocolate Race
Brittany Bailey- Rep to Councilmember Ward
Selina Stockley- Shakespeare’s Corner Shoppe
Minka Hull- Mission Hills Financial
Ruth Thomas- Shakespeare Pub & Grille
Thomas Beatty- Shakespeare Pub & Grille
Gerrie Trussell- Uptown Community Parking

Staff:

Susan McNeil Schreyer, Executive Director

K. Lombardi called the meeting to order at 3:00. Self introductions were encouraged.

Non-Agenda Public Comment: Michael Barder from The Great Chocolate Race shared the race will occur on Sunday,12/17, first time in San Diego, estimated to attract 600-1,000 runners; seeking Letter of Support at MHBID’s next board meeting on November 8.

Announcements and Community Updates:

The BID’s Annual Meeting and Mixer is scheduled for Wednesday November 8 from 4:30-6:30 at BAR by Red Door, 729 West Washington. Special Guest will be Councilmember Chris Ward. Invitations are being mailed to all BID members on the September list, per BID bylaws. The election for the expired term of the IRR business seat on Uptown Community Parking District is taking place today. Selina Stockley, owner of Shakespeare’s Corner Shop is the IRR nominee and is seeking re-election to the three year term. Results will be announced during today’s meeting. K.Lombardi invites S. Stockley to share why she is seeking re-election. S. Stockley shares she has served a term, has been a part of parking gains in IRR, and wants to see more parking benefits for IRR. K. Lombardi asks is there are any nominations from the floor. There were none.

Executive Committee of the BID Items:

Approval of Minutes

September 2017 Approved *Watlington/Curnett*

Approval of Financials

September 2017 Approved *Patterson/Watlington*

Accept Annual Audit of Accounts

Approved *Patterson/White*

File MHBID Taxes based on Annual Audit

Approved *Watlington/White*

Executive Director reported \$140 earnings from September raffle has been deposited.

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Executive Committee of the BID Items: continued

There were no nominations from the floor for 2017 elections to the 2018 Board of Directors Seats as set forth in the Bylaws of the Mission Hills BID Article VI Section 3.1.

Accept the Nominating Committee Slate of Candidates for 2018 to the board of Directors as follows: Stuart White, Troy Curnett, and Minka Hull for election as directors; each to a three year term; and Accept the Nominating Committee Slate of Officers for 2018 as follows: Krista Lombardi, President; Trish Watlington, Vice President; Audrey Patterson, Secretary; Troy Curnett, Treasurer; each to a one year term

Approved **Sund/Patterson**

Establish Wednesday, January 24, 2018 from 11:00 a.m. until 3:00 p.m. for the Strategic Planning Workshop with Board of Directors meeting immediately following. The BID will meet in January on Wednesday the 10th and postpone the 17th board meeting to the 24th.

Approved **Patterson/Curnett**

Promotions Committee Items of the BID:

Approve a Letter of Support for the Grant Schook 5K Run for STEAM taking place on Sunday, March 10, 2018 as presented by K. Boyd at the MHBID Meeting of Committees on October 11, 2017.

Approved **Watlington/Sund**

A. Patterson provided an update on the Instagram 1,000 Photo Contest. Winner's photo was a cassava pie created by The Brazilian Guys. Thanks were offered to Patterson Engineering, Inc for purchasing two TASTE tickets to award the Instagram 1,000 Photo Contest winner.

A Word from Our President was a full page article and photos in the Presidio Sentinel with a focus on TASTE.

Daniel Geddis provided an update and hand-out on last 30-days social media analytics 9/17-10/17 = 3,806 unique users reached; 10,911 Pageviews; 4,463 Sessions; FB 672; Instagram 1,029; Twitter 1,567; and 8/27-10/10 Brown Paper Ticket (BPT) and Square S(Q) purchasing behavior: 48% of tickets bought on BPT were by those in 92103 zip code; 67% of BPT sales were to first-time TASTE purchasers; BPT identified the highest number of purchasers heard about TASTE from a friend with the second highest group sharing they saw the TASTE street banners. BPT and SQ peak sales occurred on the two days before the increase in price.

Economic Development Committee Items of the BID:

In the partnership with AmEx for Small Business Saturday on 11/25, the BID's activities will include booth rentals in Canale Communications Parking lot, Free tickets to Sip&Shop offered on Brown Paper Tickets and at business locations throughout Mission Hills, T. Watlington suggested considering Eventbrite and D. Geddis shared Eventbrite charges \$6.49 per \$100;

Approve up to \$200 for Digital Media for Sip & Shop, Shop Small, Small Business Saturday

Approved **Curnett/ Watlington**

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Economic Development Committee Items of the BID: continued

Executive director provided the TASTE 2017 wrap-up and distributed a spreadsheet of income and expenses. \$13,717.79 was collected from ticket sales, sponsorships and underwriters. Expenses totaled \$3,413.46. 2017 was the highest grossing TASTE event, thus far.

Executive director shared efforts continue on renewals of Spotlight Mission Hills year-round banners 2018. January 16, 2018 at 10:00, the newest Architectural Series banners will be unveiled. Owners and occupants of featured buildings are being invited to this event.

Design Committee Items of the BID:

Executive director shared banner rotation schedule with Spotlight banners installed through mid-November; 69 Shop Small banners installed mid-November through January 15; Newest Architectural Series banners installation late-night January 15.

Mission Hills BID Board of Directors Meeting adjourned at 4:20. Approved **Watlington/White**

Election results for the IRR business seat on Uptown Community Parking District board of directors were announced with Selina Stockley receiving all of the votes cast.

The next board meeting is the Annual Meeting with Elections and a Mixer taking place on Wednesday, November 8, 2017 beginning at 4:30 p.m. at BAR by Red Door, 729 West Washington Street

Reconvene as Mission Hills Parking Advisory Committee at 4:20 pm

MH Parking Advisory Committee:

Called to order by MHPAC Chairperson Susan McNeil Schreyer.

S. McNeil Schreyer and A. Patterson shared their observations about the Community Kick-Off for Reynard Way Parking and Alternative Transportation Modalities Study on Saturday 9/23 from 10:00-11:30 at The Frame Maker, 3102 Reynard Way.

MTS 83 Bus Route Transportation Optimization Plan meeting of the MTS occurred on Thursday, 9/21 from 9:00-12:00. The vote was in favor of continuing MTS 83 Bus Route from downtown San Diego, to North Mission Hills' residential community. The portion of the route along West Washington will be discontinued. The route continues to be in jeopardy of being eliminated due to low ridership.

The MHPAC meeting adjourned at 4:22 p.m. Approved **White/Curnett**