



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
February 18, 2015 3:30 PM**

Mission Hills Books and Collectibles – 4054 Goldfinch (Entrance on Ft. Stockton)

Directors Present:

Trish Watlington- The Red Door & The Wellington
Troy Curnett- One Mission Realty
Krista Lombardi- Berkshire Hathaway
Tom Curl - Ascent Real Estate
Stuart White – SWD
Terry Parks – West Washington Hair P

Guests:

E'vone Starks, The Patio

Staff:

Susan McNeil Schreyer, Executive Director

Excused Absences:

Patti Yap – Chase Bank
Anthony Nyikos- Perfect Space

Watlington, President, called the meeting to order at 3:42 p.m.

Announcements & Community Updates:

Tom Curl shared Ken Tablang is running for re-election to Uptown Planners and urged those eligible to cast their vote for Mr. Tablang at the March 3rd 6:00 PM Uptown Planners meeting.

Approval of Minutes – January 21, 2015 Approved ***Curl/Lombardi***
Approval of Financials – January 2015 Approved ***Curnett/Parks***

Committee Reports

Executive Committee: Update

MHBID Associate Memberships for voting and non-voting members will \$100. Watlington added “per calendar year January- December” Approved ***Curl/Parks***

PROW- Supporting Mission Hills Businesses. White suggested updating “A-Frame” to “Signage” since sign styles vary. Adjusted PROW annual fees to \$50 for signage and \$150 for seating, due January 1st, and pro-rate for new to Mission Hills businesses arriving later in the year. Curnett will help staff with pro-rating calculations. Approved ***White/Curl***

The non-payment of MHBID Business Licenses is staff’s responsibility to track and address.

Promotions Committee: Update

Staff authorized to purchase an ad on the inside back cover of the Mission Hills Garden Walk Booklet at a cost not to exceed \$425. Approved ***Curl/White***

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Continued

Promotions Committee: Update Continued

Staff provided an informational update on the MHBID i-directory and on Blue Like Neon's offer to provide a digital media workshop to MHBID members. Landis White of Blue Like Neon will provide an overview to the MHBID board at its March meeting.

Economic Development Committee:

Accepted the \$3,000 SANDAG grant for Mission Hills Free Bike-In Movie Night and Neighborhood Ride scheduled for Sunday, April 26, 2015 Approved ***Parks/Lombardi***

Approved March 8, 2015 San Diego Half Marathon Letter of Support.

Approved ***Curnett/Curl***

Staff encouraged attendance at MHBID/MHTC Joint Meeting on Crime and Homelessness on February 25, at Mission Hills United Methodist Church from 4:00PM-6:00 PM

Design Committee:

Staff shared Deco Bike are now filling the Deco racks in Mission Hills. Stuart White shared the need for a plan to improve the median beyond Albatross and pursuing a design concept for Reynard Way that includes traffic calming and a bike way on Reynard Way. Staff shared the San Diego County Fair Banner photos will take place on Monday, February 23 at the Ascent Real Estate Annex from 8:30AM-12:00PM.

MH Parking Advisory Committee:

Staff provided a UCPD Funding Update that \$2,500 was approved by the UCPD for the promotion of parking matters on the MHBID website

The UCPD bylaws require a community input session on the MHPAC FY16 budget. This session will occur on March 18, following the MBID board meeting. This will be advertised in publications including Uptown News and on the MHBID website.

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, March 18, 2015, at Mission Hills Books and Collectibles, beginning at 3:30PM.

Watlington adjourned the meeting at 5:20 PM

Parks/White