



post on the MHBID website.

**Minutes of the Board of Directors Meeting- Continued  
October 15, 2014**

**Committee Reports Continued**

---

**Promotions Committee:**

Taste of Mission Hills Update 20 tickets sold. \$850 raised from sales of placards below Taste banners.

MHBID Banner District is considering an ongoing placard program to promote the relationship between the business and residential communities. Elizabeth Studebaker from the City of San Diego Econ Dev division warned that dimensions of placards and what is on them is strictly outlined by City Code. MHBID will research this to ensure full compliance before moving forward.

**Economic Development Committee:**

**Curl/Parks**

MHBID Directory was originally conceived to be in paper format. A discussion ensued about a paper directory versus an e-directory. VP Curl made a motion to “forego the paper directory in favor of a flexible e-directory that will be less costly and more easily updated.” The motion passed, unanimously.

**Design Committee:**

Deco bike rental locations have been selected by the City. The sites chosen by MHTC and MHBID were unsuccessful. Dero Pennyfarthing Bike Rack with MHBID logo concept was shared. The Design Committee will be looking for locations to place these. Ordering one is currently \$1,700 while an order of 20+ will reduce the cost to \$500 per rack.

A Farmers Market will need 800 linear feet. The committee is looking for a site.

**MH Parking Advisory Committee:**

**Santos/Lombardi**

The MHBID seat on the UCPD election will take place at the next meeting of the MHBID board of directors on October 15. Unanimously approved. MHBID staff will create a nomination form for this election. The form will be posted on the MHBID website.

**Watlington Adjourned MH BID Board Meeting at 4:28pm**

**White/Parks**