



**BUSINESS IMPROVEMENT DISTRICT**

**Minutes of the Mission Hills BID Board of Directors  
March 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  
Patti Yap – Chase Bank  
Tom Curl - Ascent Real Estate  
Stuart White – SWD

**Guests:**

Janet O’Dea- Powers Plumbing  
Daniel Geddis- One Mission Realty  
Landis White- Blue Like Neon  
Catherine Shipman- Blue Like Neon  
Julio DeGuzman- SD City Atty’s Office

**Staff:**

Susan McNeil Schreyer, Executive Director

**Excused Absences:**

Krista Lombardi- Berkshire Hathaway  
Anthony Nyikos- Perfect Space P  
Terry Parks- Washington West

**Watlington, President, called the meeting to order at 3:45 p.m.**

**Announcements & Community Updates:**

Janet O’Dea made a presentation on keeping the off-ramp on University Avenue open and asked for support from the Mission Hills BID. This request will go before the executive committee.

**Approval of Minutes** – February 18, 2015 Approved **Yap/Curnett**  
**Approval of Financials** – February 2015 Approved **Curl/White**

**Committee Reports**

**Executive Committee: Update**

MHBID FY16 Proposed Budget Approved **Curnett/Curl**  
Selected 2015 San Diego BID Council primary delegate Susan McNeil Schreyer and first alternate  
MHBID Vice President Tom Curl. Approved **Yap/White**

**Promotions Committee: Update**

Landis White of Blue Like Neon presented his company’s offer to the BID. Staff will work with Blue Like Neon to plan and promote a social media workshop. Watlington asked about the workshop cost. L. White responded “free to the BID.” Approved **Curl/Yap**

Daniel Geddis provided an update view of the MHBID iDirectory. Watlington offered “it is looking fantastic.”

Staff provided an update on the San Diego County Fair banners; second photo session completed and banners expected to be placed in Mission Hills in mid-May thru July 4th. Pole sites were sold out.

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Continued**

**Economic Development Committee:**

Staff provided an update on SANDAG grant for Mission Hills Free Bike-In Movie Night and Neighborhood Ride scheduled for Sunday, April 26, 2015. Judi Tentor, a resident of Mission Hills, Daniel Geddis of One Mission Realty and staff are collaborating on all aspects of the event that will begin at 11:30 with a Safety Workshop at Mission Hills Fabric Care Center, include a ride within the BID, encouragement to enjoy shopping and dining, and conclude at Cinema Under the Stars with Bicycle Film Shorts, Bicycle Talks and the feature film Wadjda. Staff encouraged all to attend.

Staff provided an update on the February 23 joint meeting with the MH Town Council on Crime and Homelessness the took place at Mission Hills United Methodist Church. Approximately 110 attended, per Pastor Karen's count. A thank you was extended to Pastor Karen the following day. Thanks also to all BID members who attended.

**Design Committee:**

Staff shared the Deco Rental Bike rack on Dove has been removed.

Stuart White shared the continuing 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, though funding will be a challenge.

**MH Parking Advisory Committee:**

Staff reported the Goldfinch curb color designations are completed.

Dero Meter hitch locations for bicycles will be identified. The color of the hitch will be Hunter Green. E. Hannon shared there are 20 hitches for IRR and MH combined. S. White cautioned about not impeding the pedestrian walkways and spoke out about not "junking-up" the BID. Staff will work with the City's Tom Landis to identify locations. Approved ***Curl/ White***

The UCPD bylaws require a community input session on the MHPAC FY16 budget. This session was called to order by Watlington at 4:30 on March 18, following the MBID board meeting, as advertised in publications including Uptown News and on the MHBID website. During prior MHPAC meetings over the last two months, considerable discussion and time to understand and develop a DRAFT MHPAC budget occurred. The March 18 attendees spent another hour working on the MHPAC budget which totaled \$314,000. Approved ***White/Yap***

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, April 15, 2015, at Mission Hills Books and Collectibles, beginning at 3:30PM.

**Watlington adjourned the meeting at 5:40 PM**