



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
January 21, 2015 3:30 PM
Ascent Conference Room, 902 Ft. Stockton Drive**

Directors Present:

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

Guests:

None

Staff:

Susan McNeil Schreyer, Executive Director

Curl, Vice President, called the meeting to order at 3:35 p.m.

Announcements & Community Updates: None

Approval of Minutes – November 5, 2014 Approved w/Curl Abstaining **Curnett/White**

Committee Reports

Executive Committee:

Financials: November Financials	Approved	Curl/White
December Financials	Approved	Curl/White
Accept Audit for Fiscal Year ending June 30, 2014	Approved	Lombardi/Parks
Continue with one signature on documents.	Approved	White/Curnett

Promotions Committee:

Accept banner partnership with San Diego County Fair to photograph MHBID business owners to place on Fair banners for installment in Mission Hills from mid-May 2015 through July 5, 2015. Advertise opportunity to businesses on FB, email and MHBID website. Include deadline with other details. \$50 per banner. If banners are not all sold, then sell empty banners to businesses who wish more than one banner.

Approved **Curnett/White**

Economic Development Committee:

Following-up on Janet O’Dea’s presentation at committee, the board supported a letter to Susan G. Komen suggesting the 3-Day Walk route through a "quiet zone" in residential Mission Hills be relocated to a parallel business route on West Lewis Street.

Approved w/Watlington Abstaining **Curl/Curnett**

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January 21, 2015 3:30 PM
continued

Economic Development Committee (continued):

Following-up on Judi Tentor's presentation at committee, the board supported applying for a SANDAG iCommunte Bike Grant to create a neighborhood-wide transportation alternative bicycling event to celebrate National Bicycling Day. Approved **White/Parks**

Design Committee:

Update- Deco bike racks are installed in Mission Hills at locations chosen by Deco. Rental bikes have not yet been delivered to the racks. Staff to ask for more information.

MH Parking Advisory Committee:

Seek \$2,500 funding support from UCPD for on-going promotion of parking and parking education on MHBID website. On MHBID website show Public Parking on a map.

Approved

Nyikos/Yap

Support UCPD angle parking recommendations to maximize current parking availability with the caveat that in addition to the required outreach steps, St. Vincent Church be contacted immediately regarding their position on this. Limit cost to Mission Hills at no more than \$500.00.

Approved

White/Parks

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, February 18, 2015, at Mission Hills Books and Collectibles, beginning at 3:30PM, with Business Mixer following at Farmer's Bottega from 5:30 - 7:30.

Watlington adjourned the meeting at 4:05 PM

Lombardi/Curnett