



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
September 16, 2015 3:30 PM
Ascent Real Estate, Inc. Meeting Room – 910 Ft. Stockton**

Directors Present:

- Tom Curl - Ascent Real Estate
- Patti Yap – Chase Bank
- Terry Parks- Washington West Hair Studio
- Krista Lombardi- Scott & Quinn
- Troy Curnett- One Mission Realty
- Trish Watlington- The Red Door & The Wellington

Excused Absences:

- Stuart White – SWD

Unexcused Absences:

- Anthony Nyikos- Perfect Space

Guests:

- Sharon Gehl- MHTC Liaison
- Daniel Geddis- One Mission Realty
- Carol Schultz- MHTC Executive Director
- Julio De Guzman- City Atty’s Office
- Jason Weisz- Speaker Atkins Office
- Elizabeth Studebaker- City of SD
- Adriana Martinez- Councilmember Gloria’s Office
- Vincent DiNino- Elevated Group

Staff:

- Susan McNeil Schreyer, Executive Director

Curl, VP, called the meeting to order at 3:35 p.m. Attendees introduced themselves. Watlington arrived.

Announcements & Community Updates:

Julio De Guzman shared an update on Community Courts being a success. Jason Weisz shared session ended last week; discussed \$380mil in earned income; provided a hand-out; discussed college scholarships for students from middle income families; updated on SB 350. Adriana Martinez shared the city council is back in session and she is always available to help.

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| <u>Approval of Minutes</u> – July 2015 | Approved | <i>Parks/Curl</i> |
| <u>Approval of Financials</u> – July 2015 | Approved | <i>Lombardi/Yap</i> |
| August 2015 | Approved | <i>Curnett/ Parks</i> |

Committee Reports - Updates

Executive Committee:

The annual audit of accounts – Required by the City. Proposed to continue service through Guerrero, Jimenez, Diaz and Co. LLP at the same cost as last year, \$2,700. Look for other options for next year.

Approved ***Yap/Lombardi***

Set November 4, 2015 for Annual Meeting and elections of directors whose terms expire in 2015 and election for all officers.

Approved ***Parks/Curnett***

ED updated on Briggs Lawsuit. Need to confirm start and end date of one-year tolling agreement.

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Promotions Committee:

Elizabeth Studebaker shared the City of San Diego Office of Small Business and Economic Development is seeking the BID's support and help to conduct a door-to-door business survey of storefronts in the Mission Hills BID on Wednesday, October 28, 2:00-5:00. Mission Hills BID will be the first BID surveyed and will serve as a pilot program. Members of the board extended thanks for responding to its request to mail advance notices to each business and asked the respondent's role/title at the business be included as a survey question. Approved **Parks/Lombardi**

ED requested approval to expend funds in excess of \$100 for 4th Annual Taste of Mission Hills collaterals, ads, trolleys, etc. Curl moved to approve with the caveat that the approved Taste budget serve as the guideline. Approved **Curl/Curnett**

Daniel Geddis provided a Website Analytics Update and views of each landing page. August was slightly lower than the prior month.

ED encouraged attendance at MHTC Town Hall meeting on Thursday October 8 at Francis Parker as the City will be making a presentation on the proposed Uptown Community Plan Update.

Economic Development Committee:

Vincent DiNino, owner of Elevated Group, introduced himself and shared he has been asked by Blue Like Neon's Landis White to help the MH BID with the Collaborative Marketing Campaign BLN's Sean Klope was handling as Sean has moved to Oregon. Approved **Curl/Lombardi**

Design Committee:

Sharon Gehl provided an update on Mission Hills relative to the proposed Uptown Community Plan Update. She explained "density bonuses" and "land use" processes. The board requested ED contact Marlon Pangilinan, Sr. Planner at the City, to request an extension on the response deadline for Mission Hills BID's response to the proposed Uptown Community Plan Update.

Keep West Washington to Albatross Median and Reynard Way Median on future agendas. Safety, Traffic Calming, Community Identity are needed.

MH Parking Advisory Committee:

The City Street/Traffic Engineering Parking Re-Alignment Proposal for Goldfinch Street, north of Ft. Stockton requested by MH residents was discussed. The MHPAC added motorcycle/scooter parking with support from adjacent businesses. This matter will be heard at Uptown Community Parking District in October, then by Uptown Planners in November. Approved **Curl/Curnett**

Daniel Geddis provided an update on the MHBID Parking Page.

MHPAC wants Uptown Community Parking District to provide monthly Smart Meter data. ED shared Uptown Parking District's MH meter count is 117. This is a fluctuating number based on City data.

The next meeting of the Mission Hills BID Board of Directors will take place on Wednesday, October 21, 2015 at Ascent Real Estate, Inc. Meeting Room.

Watlington adjourned the meeting at 4:58 p.m. Approved **Lombardi/Yap**