



**BUSINESS IMPROVEMENT DISTRICT**

**Minutes of the Mission Hills BID Board of Directors**

**November 4, 2015 3:30 PM**

**Pizza E Birra – 3625 India Street**

**Directors Present:**

- Tom Curl - Ascent Real Estate
- Patti Yap- Chase Bank
- Troy Curnett- One Mission Realty
- Trish Watlington- Red Door & Wellington
- Anthony Nyikos- Perfect Space
- Terry Parks- Washington West Hair Studio

**Excused Absences:**

- Krista Lombardi- Scott& Quinn
- Stuart White- SWD

**Guests:**

- Julio De Guzman- City Atty’s Office
- Sharon Gehl- MHTC Liaison
- Adriana Martinez- Todd Gloria’s Office
- Daniel Geddis- One Mission Realty
- Brian Hess- One Mission Realty
- Darlene Wainscott- Washington West Hair
- Audrey Patterson- Patterson Engineering, Inc
- Jason Weisz- Speaker Toni Atkins Ofc
- Jennifer Pesqueira- El Indio
- Mary Gasca- El Indio
- Jeff West- The Patio on Goldfinch
- Marcia Peniche- State Farm Insurance
- Brad Sund- Guest of State Farm Insurance
- Assembly Speaker Toni Atkins

**Staff:**

Susan McNeil Schreyer, Executive Director

Watlington called the meeting to order at 3:36 p.m. Attendees introduced themselves.

**Announcements & Community Updates:**

Assembly Speaker Toni Atkins was the Special Guest Speaker. She began speaking at 4:20, following the business of the board she thanked businesses owners for their hard work and shared various pieces of legislations and programs that will assist small business owners. She accepted questions and offered answers.

**Approval of Minutes** – October 2015 Approved **Curl/Parks**

**Approval of Financials** – October 2015 Approved **Nyikos/Curnett**

**Committee Reports - Updates**

**Executive Committee:**

January 13, 2016 from 11:30 -3:30 was set for the Strategic Planning Workshop. The business of the BID will also be agendized and follow the Workshop. Approved **Curnett/Yap**

Mission Hills BID elected directors and officers for 2016 as follows: Stuart White and Terry Parks were re-elected to the board, each to a 2 year term; Audrey Patterson was elected to fill a director’s

**Minutes of the Mission Hills BID Board of Directors**

**November 4, 2015 3:30 PM**

**Continued Page 2 of 3**

seat for a 3 year term; and Officers of the Board were elected as follows: Troy Curnett, President; Tom Curl, Vice President; Krista Lombardi, Secretary; Patti Yap, Treasurer; and, Trish Watlington, President Emeritus to Officers of the Board without executive committee voting privileges. There were no nominations from the floor.

Approved **Nyikos/Curnett**

**Promotions Committee:**

J. Daniel Geddis provided an analytics update on the Mission Hills BID website; August, 752 users and 2,312 page views; September, 722 users and 2,674 page views; October, 1,400 users and 5,358 page views. The October increase was attributed to the Taste of Mission Hills event in October.

**Economic Development Committee:**

The City of San Diego's Economic Development and Small Business Office and a team of 25+ individuals from City Hall and from the Mission Hills BID conducted a Business Survey on Wednesday, October 28 from 2:00-5:00. BID members participated, with Troy Curnett-One Mission Realty; Tom Curl- Kengina Ascent Real Estate; Alberto Morreale- Farmer's Bottega; and Audrey Patterson- Petterson Engineering featured in a City Television video that is also featured on the Mission Hills BID website.

**Design Committee:**

The City is seeking community input on the proposed Uptown Community Plan Update. The Mission Hills BID determined guidelines for BID response with a focus on the BID's purpose to improve the overall business climate of the commercial area through promotions, economic development, design, and parking. The board directed the executive director to work with an ad hoc committee consisting of Stuart White, Audrey Patterson, Tom Curl, Troy Curnett, and Mission Hills Town Council liaison to the BID, Sharon Gehl to prepare a letter outlining the different neighborhood pockets with advice to support mixed use commercial on Reynard Way with specifics on density and heights. The City established deadline for receiving the comments in a letter is December 1, 2015.

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

**MH Parking Advisory Committee:**

Geddis shared updates to the Parking Page on the Mission Hills BID website. He is noting parking for automobiles, motorbikes and bicycles, as they are created.

**The Mission Hills BID is dark in December. The next meeting of the Mission Hills BID Board of Directors will be its meeting of committees which will occur on Wednesday January 6, 2016 at a location to be determined.**

**Watlington adjourned the meeting at 4:45 p.m.**

Approved

**Curnett/Yap**