



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

November 2, 2016 4:30 PM

The Patio on Goldfinch – 4020 Goldfinch Street

The November Month of Meetings are Underwritten by The Patio on Goldfinch

Directors Present:

Audrey Patterson, Patterson Engineering Inc
Krista Lombardi- Scott & Quinn
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:

Tom Curl - Ascent Real Estate
Stuart White- SWD

Staff:

Susan McNeil Schreyer, Executive Director

Guests:

Assemblymember-elect Todd Gloria
Councilmember-elect Chris Ward
John Ealy- Harley Gray
Sharon Gehl- MHTC Liaison
Nerea Urtasun- Spvsr Ron Roberts' Ofc
Adriana Martinez- Todd Gloria's Office
Daniel Geddis- One Mission Realty Team D & B
Brian Hess- One Mission Realty Team D & B
Shannon Matteson- Tangerine Salon
Rebecca Farrant- La Vie Dance
Matt Hoyt- STARLITE
Paul Peterson- Chiropractique
Darlene Wainscott- Washington West Hair
Jason Weisz- Speaker Toni Atkins Ofc
Jennifer Pesqueira- El Indio
Pat Harrison- Pat Harrison Enterprises
Bruce Mutz- Pat Harrison Enterprises
Molly Chase- Vote For Ward
Bryan Miller- Bryan Miller Photography
Adrianna Kripke- SDG&E
Deborah Petry- ACL Inc
Tyler Wallace-TFWA
Mark Hull- Mission Hills Financial
Victor Zuniga- Lombardi Team Scott & Quinn
Curtis Patterson- Patterson Engineering

T. Curnett called the meeting to order at 4:30 p.m. Attendees introduced themselves.

Announcements & Community Updates:

Raise the Banner Celebration for the new library will take place on Monday, November 21 at the SW corner of W. Washington and Front at noon.

Approval of Minutes – October 2016

Approved

Lombardi/Watlington

Approval of Financials – October 2016

Not Yet Ready

Watlington/Yap

Table to the next board meeting.

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Committee Reports - Updates

Executive Committee:

Mission Hills BID elected directors and officers for 2017 as follows, with no nominations from the floor: Trish Watlington, re-elected to a 2 year term; Krista Lombardi re-elected to a 2 year term; Brad Sund elected to a 2 year term. Approved **Parks/Patterson**

Officers of the Board were elected as follows, with no nominations from the floor: Krista Lombardi, President; Patti Yap, Vice President; Audrey Patterson, Secretary; Troy Curnett, Treasurer. Approved **Watlington/Nyikos**

January 11, 2017 from 11:30 -3:30 was set for the Strategic Planning Workshop. The business of the BID will follow the Workshop. Presentations will be made by Committee Chairs and others.

Promotions Committee:

Marketing and Social Media Ad Hoc Committee consisting of T. Curnett, A. Patterson, J. Daniel Geddis and executive director will meet on Monday November 14.

November's "A Word From Our President" was distributed as a hand-out.

J. Daniel Geddis provided an analytics update on the Mission Hills BID website; Last 30 days 1,334 website users; 4,524 page views FB 594; Instagram 611+; Twitter 1,424.

Economic Development Committee:

Susan G.Komen 3-Day thru Mission Hills seeks Letter of Support. Approved **Watlington/Yap**
Executive Director provided updates on the W. Washington Street Maintenance Assessment District Administration, Small Business Saturday 11/26 and Small Business Saturday Coalition Activities with a discussion about Sip & Stroll on Small Business Saturday next year or on another date, and Spotlight Mission Hills Year-Round Banner Launch in January 2017.

Design Committee:

Executive Director provided an update on Banner Design Concepts and Placement and suggested more discussion about this at the annual Strategic Planning Session in January 2017; and shared the Proposed Uptown Community Plan Update Item will be at City Council for a vote on Monday, November 14, 202 C Street, 12th Floor with a 2:00 p.m. start time. PROW matters continue throughout the MHBID.

T. Curnett adjourned the meeting at 5:30 p.m. Approved **Parks/Lombardi**

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 4, 2017 at the Mission Hills United Methodist Church.

RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

Reconvened as MH Parking Advisory Committee:

MHPAC Chairperson S. McNeil Schreyer called the meeting to order at 5:30 p.m. and provided a brief update on City Timed Parking Study on W. Washington between Brant and Dove with recommendation to proceed with 2-hours at \$1.25 meter installations.

Minutes of the Mission Hills BID and Mission Hills Parking Advisory Committee

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MH Parking Advisory Committee:

The Reynard Way Study RFP is being created.

The UCPD Phase One Wayfinding Signage Project will hold its next meeting on Tuesday November 15. All are urged to attend to discuss signage colors and shapes. J. Daniel Geddis and Brian Hess have been attending the meetings and providing input.

S. McNeil Schreyer adjourned the meeting at 5:45 p.m. Approved ***Watlington/Curnett***

Councilmember-elect Chris Ward greeted everyone and discussed his priorities including Homelessness, Public Safety, and Small Business Support.

Assemblymember-elect Todd Gloria informally mingled with everyone.

The Patio on Goldfinch hosted a mixer following the meeting adjournments.