



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

Wednesday, April 19, 2017 3:00 PM

Mission Hills United Methodist Church – 4044 Lark Street

The April Month of Meetings are Underwritten by Jonathan and Wendy Segal

Directors Present:

Krista Lombardi- Scott& Quinn
Audrey Patterson, Patterson Engineering Inc
Troy Curnett- One Mission Realty
Stuart White- SWD
Trish Watlington- The Red Door
Patti Yap- Chase Bank

Guests:

Jason Weisz- Senator Toni Atkins Office
Ricardo Flores- LISC

Staff:

Susan McNeil Schreyer, Executive Director

Directors Absent:

Brad Sund- State Farm Insurance

K. Lombardi called the meeting to order at 3:04 p.m.

Announcements & Community Updates: Executive Director shared the BID is helping celebrate the memory of Spencer Topham by sending a card to his family, posting his passing on FB, helping Rev Karen at MHUMC announce his passing in the May Presidio Sentinel, and adjourning today's BID meeting in his memory. J. Weisz of Senator Toni Atkins' Office shared the "May Revise" of the State budget is in the works. There is a tax credit update for California businesses who want to leave the state which incentivizes them to stay (he will send to BID ED). J. Weisz will also send ADA information to BID ED. Information will be added to MHBID website.

Approval of Minutes: March 2017

Approved

Watlington/White

Approval of Financials: February 2017

Approved

Patterson/Yap

Approval of Annual Report 7/1/15-6/30/16

Approved

Curnett/Patterson

Approve the MHBID Annual Report for inclusion in the Proposed FY18 Budget Package to the City of San Diego and for posting on the MHBID website; in accordance with the BID/City agreement.

INFORMATION ONLY: Hartford Insurance Audit Refund \$471: When the BID asked about additional charges it received a refund. Red Hot Heroes Check Presentation: \$3,804.59 (1/2 of net amount) to SDFRF and FS8 occurred earlier today. Briggs Lawsuit Update: This lawsuit continues with North Park BID and Old Town Chamber added by Briggs.

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Committee Matters:

Promotions Committee:

A Word From Our President and the Presidio Sentinel BID Column which included BID submitted photos from its Red Hot Heroes fundraiser were offered as hand-outs. T. Curnett provided the social media analytics update as of 4/19: FB page likes- 625; Instagram followers-808; Twitter followers- 1,477. A 30-day glance at website analytics indicated social media sites are driving traffic to the BID website as follows: FB-91.3% with 80 pageviews on the BID website; Instagram-4.35% with 6 pageviews on the BID website; Twitter- 4.35% with 10 pageviews on the BID website. Conclusion is FB is currently the #1 social media driver to the BID website. A. Patterson will link Instagram posts to FB.

Economic Development Committee:

Community Development Presentation- Ricardo Flores, CEO at LISC

R. Flores provided a hand-out and shared LISC is a financial intermediary with 31 affiliates nationally. To be eligible to receive LISC funding support a census tract needs to meet 80% of AMI criteria. The BID is interested in knowing which areas of Mission Hills meet this criteria. ED will send Reynard Way Parking and Transportation Study map to R.Flores who agreed to help with census tract AMI. R. Flores also shared information about New Market Tax Credits and from iNews Report.

ED shared City of San Diego produced list of updates in Council District 3 Storefront Improvements. The Bean Counter on Reynard Way at Arroyo, just barely outside the BID boundaries, was on the list. ED will engage with them and invite them to become Associate Members of the BID. ED to invite Alissa Gabriel to BID to share more about the City's Storefront Improvement program.

Design Committee:

San Diego County Grant Approved **Watlington/Curnett**
Approve the remaining grant funds for additional brackets and arms purchase and installation and updating and printing Taste and Architectural Series banners.

ED updated on status of BID notification to all BID businesses of PROW Opportunities. Within 30 days a MailChimp Mailing List will be created from the BID's Google Contacts.

K. Lombardi adjourned the meeting at 4:20 PM Approved **Curnett/White**

The next meeting of the MHBID will take place on Wednesday, May 17, 2017 beginning at 3:00.

RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

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Reconvened as MH Parking Advisory Committee:

MHPAC Chairperson S. McNeil Schreyer called the meeting to order at 4:20 PM

Reynard Way Parking and Transportation Mobility Study RFP Approved **Watlington/Lombardi**
Approve the RFP with addition of language describing specific format for which proposals need be submitted for UCPD to post in City approved publications through an open bid process with a two week window to receive written bids of 12 pages or less. Emphasize previous work in Mission Hills Community.

S. McNeil Schreyer provided an update on the smart meter installations on West Washington between Brant and Dove. They are back on track with a “measuring” of space by City traffic engineer scheduled for April 21. She also updated on the UCPD Wayfinding Signs which are in Phase Two and \$700 was officially given to MHPAC for Phase Two Participation by Hillcrest PAC at the April UCPD board meeting. Simon Andres/Graphic Solutions will continue on under Phase Two.

S. McNeil Schreyer adjourned the meeting at 4:30 PM Approved **Watlington/White**