



BUSINESS IMPROVEMENT DISTRICT

Meeting of the Board of Directors

Wednesday, March 21, 2018 - 3:00 PM

Mission Hills United Methodist Church, 4044 Lark Street

The March Month of Meetings have been Underwritten by Colleen Field, Agency Owner, Allstate Insurance

AGENDA

1. Call to Order & Introductions – Krista Lombardi, President

2. Non-Agenda Public Comment

Public Comment may be made on any subject in the Board's area of responsibility. Time allotted to each speaker shall be determined by the President; however, comments are limited to no more than three (3) minutes total per subject regardless of the number of those wishing to speak. (Comments relating to items on today's agenda are to be taken at the time the item is heard.) Please direct requests to speak to the President **prior** to the start of the meeting. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken by the Board on any issue brought forth under "Non-Agenda Public Comment."

3. Announcements and Community Updates

4. Approvals

- Minutes of the meeting - February, 2018 **Action Item** 1 min
- Financial Updates - February 2018 **Action Item** 1 min
- Election of Colleen Field to MHBID Board of Directors **Action Item** 1 min

Promotions Committee

- A Word from Our President March Column: Hand-Out **Information**
- Announce Quarterly Business Mixers Secured for remainder of 2018 **Information**
- San Diego County Fair 2018 Banner Partnership **UPDATE**
- Spotlight Mission Hills Banner Program **UPDATE**
- Trust Restaurant Group Chooses Mission Hills **UPDATE**
- RED HOT HEROES Fundraiser at Harley Gray May or June 2018 **UPDATE**
- Social Media Analytics – J. Daniel Geddis **UPDATE**

Economic Development Committee

- Garden Walk Booklet ¼ Page Ad \$125; re-use 2017 Ad – Judith Krumholtz **Action Item** 1 min
 - Storefront Improvement: Seek locations in MHBID, Assist with Applications **UPDATE**
- Ground Floor only. Up to 25 Employees. Single Storefront \$8,00 Match; Multiple Storefronts \$16,000 Match; \$120,000 remaining in FY18.

Design Committee

- Mission Hills Town Council Requests Summer Concert Banner Space **Action Item** 2 min
- Neighborhood PROW: Mail Chimp Campaign to Storefront Businesses **Action Item** 1 min
- Dockless Bikes Shares in MHBID:
 - Lime Bike Presentation, Plus Q & A: Zack Bartlett, General Manager **Information** 5 min
 - OFO Presentation, Plus Q & A: Katie Stevens, Head of Public Policy **Information** 5 min
- Banner Design Concepts 2019: Art Contest Information Gathering to Establish Categories and Criteria for Grade Levels, Professionals, Individuals, and Businesses **UPDATE**

Adjourn Mission Hills BID meeting and reconvene as Mission Hills Parking Advisory Committee

MH Parking Advisory Committee Meeting - Susan McNeil Schreyer, Chairperson

- FY19 UCPD Budget Impact on Mission Hills **UPDATE**
- Reynard Way Parking and Alternative Transportation Modalities Study **UPDATE**
- Community Outreach Meeting 2/28/18
- Four Single Meter Installations 700 block West Washington, northside **UPDATE**

The next board meeting will be Wednesday, April 18, 2018, beginning at 3:00 PM, at Mission Hills United Methodist Church, 4044 Lark Street.

Adjourn

Agenda items are informational unless noted for action