



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
Wednesday, February 21, 2018 3:00 PM
Mission Hills United Methodist Church – 4044 Lark Street**

The February Month of Meetings are Underwritten by Krista Lombardi- Lombardi Team @ Scott & Quinn

Directors Present:

Krista Lombardi- Scott & Quinn
Troy Curnett- One Mission Realty
Audrey Patterson, PEI
Minka Hull- MH Financial

Guests:

Daniel Geddis- Team D&B One Mission Realty
Francisco Garcia-Velasquez-MHUMC
Colleen Field- Allstate Insurance
Jocelyn Maggard- City of San Diego
Brittany Bailey- City of San Diego
Anthony Nyikos- MH Town Council
Sharon Gehl- Mission Hills Resident

Excused Absence:

Stuart White

Staff:

Susan McNeil Schreyer, Executive Director

The meeting was called to order by President K. Lombardi at 3:00.

Announcements & Community Updates: B. Bailey from CD3 provided an update on the City's budget process, gave a hand-out and responded to questions about housing, homeless counts, and recidivism.

Executive Committee

Approve Minutes of the January 2018 board meeting	Approved	Hull/Patterson
Approve January 2018 Financials	Approved	Patterson/Curnett
FY19 Proposed Budget- Final Draft sent to City	Update Only	
The FY19 budget being sent to the City was listed for action, previously approved, and suggested as Update Only by A. Patterson,		

Promotions Committee:

Tonight's Business Mid-Winter Mixer will take place at Toma Sol- 301 W. Washington courtesy of Steve Burke; A Word From Our President was shared as a hand-out; 66 San Diego County Fair Banners have been sold at \$70 each with three more available to fill at ED's discretion; 28 SPOTLIGHT Mission Hills Banners have been renewed at \$300 each; Looking at May 2018 for Red Hot Heroes fundraiser with special invitation to Chief Fennessey from John Ealy; J. Daniel Geddis provided social media analytics update as follows: Social Media Followers: FB 702; IG 1,102; Twitter 1,596; Top 3 FB Posts in Past 30 days 2/16 Mixer at Toma Sol 238; 2/13 Architectural Banners 158; 2/18 Cake 119; 2/13 Huntress Florals 119. Top 3 IG Posts in Past 30 days Huntress Florals 720; Harley Gray Brunch 676; Behind the Scenes BID and SD County Fair Photo Session 622. Discussion ensued about Subway becoming a Cross Fit Gym and Rita's becoming a Grab and Go as good March posts.

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Economic Development Committee:

S. McNeil Schreyer provided an update on the City's required economic metrics for all the BIDs, noted the tremendous help provided by Colliers, Intl, thanked S. White for the referral, and shared a hand-out of the data. K. Lombardi requested a copy.

Identifying places in need of Storefront Improvements was discussed. BID will assist with application process.

J. Maggard will provide BID with remaining budget for Storefront Improvements.

The City is conducting its annual visit to the BID office on 2/27 at 1:00.

Design Committee:

The PROW Process and Protocol for Storefront Businesses in the BID MailChimp Campaign piece was shared with the board. Discussion focused on adding photos to the narrative. J. Daniel Geddis and S. McNeil Schreyer will do. Motion to continue to March meeting. Approved **Patterson/Hull**

New Banner Design discussion included an art contest involving schools and neighborhood, need to establish categories and criteria for grade levels, professionals, individuals and businesses. A. Patterson shared ideas to paint the banner, consider an entry fee, a night walk with the banner installation and an auction. A. Patterson will collect more information. A. Nyikos from MH Town Council offered to pay the BID \$10 per Summer Concert Banner per week with concerts beginning June 22 and ending August 15. K. Lombardi will form a banner Ad Hoc committee.

Motion to continue discussion in March. Approved **Curnett/Hull**

Meeting Adjourned at 4:25 Approved **Curnett/Hull**

The next meeting of the MHBID will take place on Wednesday, March 21, 2018 beginning at 3:00 at Mission Hills United Methodist Church.

CONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

S. McNeil Schreyer called the meeting to order at 4:25 PM

Approve MHPAC portion of UCPD FY19 Budget with \$5,500 to Parking Page Request embedded lights on crosswalk at W. Washington & Albatross Approved **Ptterson/Hull**
Approved **Lombardi/Curnett**

S. McNeil Schreyer provided updates on 6 meter installation on Ft. Stockton & Hawk via Development agreement; Shared Reynard Way Options 1 and 2 with Cost Estimates; and Reynard Way Parking and Alternative Transportation Modalities Study Community Outreach Meeting to take place on 2/28/18 from 5:30 until 7:00 at The Frame Maker on Reynard Way.

MHPAC adjourned at 4:30 Approved **Hull/Lombardi**

The MHPAC meetings occur twice a month immediately following the MHBID meeting of committees and MHBID board of directors meeting at Mission Hills United Methodist Church, 4044 Lark Street.

The next meeting of the MHPAC will take place on Wednesday, March 21, 2018 immediately following the MHBID meeting.