



## BUSINESS IMPROVEMENT DISTRICT

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

**The March Month of Meetings are Sponsored by Colleen Field – Agency Owner, Allstate Insurance**

### **Directors Present:**

Colleen Field- Allstate Insurance  
Krista Lombardi- Scott& Quinn  
Troy Curnett- One Mission Realty  
Stuart White- SWD  
Audrey Patterson, PEI  
Minka Hull- MH Financial

### **Guests:**

Judith Krumholz- MH Garden Club  
Jesse Bowers – Omar4SD  
Haley Williams- Omar4SD  
Katie Stevens- ofo  
Tim O'Reiley- Resident/Reynard Way Interest  
Helen Rowe Allen- MH Heritage  
Khoa Nguyen- Limebike  
Zack Bartlett-Limebike  
Frank Pavel- Resident/Presidio Park Interest  
Natalia Mendez- Rock n Roll  
Katie Holmes- Rock n Roll  
J. Vigil- MH United Methodist Church  
Jocelyn Maggard- City of San Diego  
Brittany Bailey- City of San Diego  
Craig Benedetto- Cal Strategies/ofo  
Susan Moreno- Mobil  
Judi Tentor- Resident/Bikes

### **Staff:**

Susan McNeil Schreyer, Executive Director

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

**Non Agenda Public Comment:** F. Pavel shared information about the Junipero Serra Museum's 250<sup>th</sup> Anniversary on July 16, 2019. J. Bowers a student volunteer shared information about candidate Omar Passons seeking the San Diego County Supervisorial seat of retiring member Ron Roberts. B. Bailey from CD3 provided an update on housing the homeless and a workforce plan for the homeless. H.R. Allen shared information about MH Heritage's Home Walk on April 14 reflecting Mission Hills' historical past. T. O'Reilly asked for a definition of "south Mission Hills". Rock n Roll Marathon arrived and was not on agenda. Option was offered to present now or in April. They chose April.

**Announcements & Community Updates:** S. McNeil Schreyer shared Gelato Vero Caffè, owners Aaron and Ian Rabinowitz will sponsor April BID meetings. M. Hull shared on March 31 there will be an Easter Egg and Scavenger hunt at Pioneer Park sponsored by Mission Hills Business and Breakfast group.

### **Executive Committee:**

Approve Minutes of the February 2018 board meeting  
Approve February 2018 Financials  
Approve C. Field's election to MHBID board of directors for a 3-year term.

Approved **Curnett/White**  
Approved **Patterson/White**  
Approved **Curnett/Patterson**

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**Promotions Committee:**

A Word From Our President was shared as a hand-out. Quarterly mixer locations have been secured through 2018 and include May at Saffron & Sage, September at Pizza e Birra, and the November Annual Meeting and Mixer at the new Trust Restaurant Group location on Ft. Stockton Drive. San Diego County Fair BID partnership banners sold out. 69 sold at \$70 each \$4,830 + \$5 overpayment. Spotlight Banners sold is \$39 = \$11,700. Trust Restaurant Group signs lease at The Fort taking all of the first floor space. Red Hot Heroes delayed to May or June. Social Media Analytics report prepared by Daniel and read by Audrey as follows: Social Media Followers: FB 714; IG 1,111; Twitter 1,612; Top 3 FB Posts in Past 30 days 3/9 Trust Restaurant Group Chooses Mission Hills 1,593 Reach, 454 Post Clicks; 3/13 Increased Parking Coming to 700 W. Washington 324 reach, 50 Post Clicks; 3/20 Sighting of Mick Jagger at CAKE 190 reach and 18 Post Clicks. Top 5 Website Posts Trust Restaurant Group Chooses Mission Hills, Home Page, Freestanding bike sharing Appears in Mission Hills, Meetings and Agendas, March A Word from Our President.

**Economic Development Committee:**

Approve ¼ page ad in MH Garden Walk Booklet, same artwork as 2017 following a presentation by MH Garden Club member Judith Krumholz. \$125 split by T. Curnett and K. Lombardi.

Approved **Curnett/Patterson**

S. McNeil Schreyer shared Storefront Improvement Opportunities being sought to take part in City sponsored program. Ground floor only. Up to 25 employees. Single storefront \$8,000 City match; Multiple storefronts in same building \$16,000 City match; \$120,00 remaining in FY18 ending June 30.

**Design Committee:**

Mission Hills Town Council (MHTC) requests Summer Banner Space. An Ad Hoc consisting of K. Lombardi, S. White and A. Patterson with S. McNeil Schreyer staffing met and propose 30 Summer Concert banners at \$10 per banner per week beginning approximately July 6 for six weeks, with single banner lamp posts filled first followed by dual banner amp post installations; provided MHTC designs the artwork and meets with Design Committee Chairperson approval, applies, pays, secures City approved permits, pays for banner printing, installation and removal costs based on the Ad Hoc Committees March 14, 2018 worksheet presented to MHTC president Anthony Nyikos.

Approved **Patterson/Curnett**

The PROW Process and Protocol for Storefront Businesses in the BID MailChimp Campaign piece was shared with the board. J. Daniel Geddis absent. Motion to continue to April meeting. Approved **Patterson/Hull**

Dockless Bike Presentation by LimeBike Plus Q&A GM Zack Bartlett. Information Only. Dockless Bike Presentation by ofo Head of Public Policy Katie Stevens. Discussion, questions and answers ensued. Do bikes chirp? What does chirp indicate? How do you advise riders where to place bikes? How do you decide to move bikes? Insurance coverage limitations? Want BID covered as additional insured, not just City. How long before a bike is moved?

Information Only

Banner Design Concepts 2019 Art Contest Information Gathering to establish categories for grade levels, professional artists, individuals and businesses to participate. S. McNeil Schreyer meeting with art teachers at three local schools and BID board is invited to join in at meetings. Will expand outreach to art teachers, artists and galleries regionally, not just in Mission Hills.

Information Only

Adjourn meeting at 4:19 PM

**Patterson/White**

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**The next meeting of the MHBID will take place on Wednesday, April 18, 2018 beginning at 3:00 PM at Mission Hills United Methodist Church.**

**CONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE**

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

UCPD FY19 Budget includes \$150,000 from IRR to provide under bridge lighting at W. Washington exit for pedestrian safety.

The Reynard Way Parking and Alternative Transportation Modalities Study Community Outreach meeting was held at The Frame Maker on Wednesday February 28 from 5:30 PM – 7:00 PM with 18 attendees including leadership from MH Heritage, MHTC, City Council Office, UCPD, City Transportation, and Reynard Way property owners. Resident T. O'Reilly shares he attended the 2/28 meeting, resides in the family home purchased in 1961 and is concerned about "commercial expansion" on Reynard Way. S. White responds public input is needed and the Uptown Plan guides everything.

UCPD/MHPAC is waiting for installation of four parking meters on the northside of the 700 block of West Washington.

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, April 18, 2018 immediately following the MHBID meeting.**