



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
Wednesday, April 18, 2018 3:00 PM**

Mission Hills United Methodist Church – 4044 Lark Street

The March Month of Meetings are Sponsored by Don Holmes – Co-Owner, Sushi Deli 1

Directors Present:

Colleen Field- Allstate Insurance
Krista Lombardi- Scott& Quinn
Troy Curnett- One Mission Realty
Curtis for Audrey Patterson, PEI
Don Holmes- Sushi Deli 1

Guests:

Lee Collenberg- RnR Marathon
Daniel Geddis- One Mission Realty
Brittany Bailey- City of San Diego

Staff:

Susan McNeil Schreyer, Executive Director

Excused Absences:

Stuart White- SWD
Minka Hull- Mission Hills Financial

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

Non Agenda Public Comment: Shared BID garden booklet ad thank you note from Judith Krumholz

Announcements & Community Updates: B. Bailey from CD3 provided an update on the budget season, May 9th Budget hearing at San Diego Indoor Sports Center 6:00PM-7:30PM, new police chief, housing the homeless, and a workforce pilot program for the homeless.

Rock n Roll Marathon Letter of Support request was heard Out of Order. Lee Collenberg informed the BID there were no route changes in Mission Hills and answered questions. She asked the BID for a letter of support for the June 3 event through Mission Hills.

Approved **Curnett/Field**

Executive Committee:

Approve Minutes of the March 2018 board meeting

Approved **Curnett/Field**

Approve March 2018 Financials

Approved **Curnett/Field**

Election of Don Holmes to the MHBID Board of Directors for a 3-year term

Approved **Curnett/Field**

Promotions Committee:

Quarterly mixer in May will take place at Saffron & Sage, associate member of the BID. Cocktails with Councilmember Ward will take place on May 22 from 5:30PM-7:30PM in Farmer’s Bottega’s patio. Save the Date: Shop Small and Small Business Saturday November 24, 2018. A Word from Our President shared in Presidio Sentinel. Hot Heroes, no update as Chief Fennessey relocated to Orange County. San Diego County Fair BID partnership banners will be installed in mid-May. 42 Spotlight Banners sold = \$12,600. Social Media Analytics Last 28-Days by D. Geddis: WEBSITE Top Posts: 1. MH Community Garage Sale, 2. Home Page, 3. Senator Toni Atkins Swearing-In Ceremony, 4. Trust Restaurant Group Chooses Mission Hills, 5. April A Word From Our President. Instagram Audience: 70% Women/30% Men; age 25-34 is 42% and age 35-44 is 35%. FB= 715; IG=1.128; Twitter= 1.617

Change Presidio Sentinel Author to Mission Hills BID

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Economic Development Committee:

S. McNeil Schreyer shared feedback on Councilmember WARD'S West Washington Walk and invited B. Bailey to add insights.

Form an Ad Hoc Committee of K. Lombardi, M. Hull, D. Geddis w/ S. McNeil Schreyer staffing, to develop survey questions for mailing to BID members. Additional questions Welcomed. Approved **Field/Curnett**

Design Committee:

Approve next steps for dockless bikes in MHBID. Motion is executive director to respond sharing MHBID is interested in hearing new information. Approved **Curnett/Field**

Approve Neighborhood PROW Mail Chimp Campaign Approved **Curnett/Field**

Approve deadline of May 9, 2018 as deadline for Mission Hills Town Council to let BID know whether or not they will be moving forward with design, permits, and printing steps to install 30 Mission Hills Concerts in the Park banners on BID lamp posts for six weeks at a cost of \$1,800. Approved **Curnett/Field**

S. McNeil Schreyer provided an update on 2019 Banner Art Contest including meetings with J. Brandt, S. Ekedahl, J. Nyiri and request for meeting with art teacher at Francis Parker. Contest categories being discussed are KIDS: T-K-2;3-5; 6-8; All Artists; Professional Artists. Winning categories for each group. Grand Prize Winner. Also being discussed is 2-Week Banner Installation throughout MHBID on lamp posts and a community-wide celebration event sometime in May 2019. Possibly overall art subject may be highlighting Mission Hills. Extend offer in and outside of Mission Hills. Identify those willing to be "judges".

Adjourn meeting at 4:06 PM Approved **Holmes/Field**

The next meeting of the MHBID will take place on Wednesday, May 18, 2016 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 4:07 PM and shared the City located an additional \$43,975.50 in funding for MHPAC.

Approve KTUA Questionnaire to broaden Awareness and Solicit Feedback Approved **Field/Holmes**

Authorize MHPAC Chair to explore KTUA grant writing for Reynard Way. KTUA has a 75% success rate in securing grant funding and will charge \$5,000. Seek \$500,000 and pay up to \$7,500, from Reynard way Study cost savings. Approved **Field/Holmes**

The Reynard Way Parking and Alternative Transportation Modalities Study Community Outreach meeting to be held at MH United Methodist Church Sanctuary on Wednesday May 2 from 5:30PM – 7:00PM. Room fee is \$300, paid by UCPD/MHPAC funds. D. Geddis will design collateral materials. Approved **Field/Holmes**
UCPD/MHPAC is waiting for installation of four parking meters on the northside of the 700 block of West Washington.

MHPAC adjourned at 4:17 Approved **Lombardi/Field**

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, May 16, 2018 immediately following the MHBID meeting.