



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

Wednesday, May 16, 2018 3:00 PM

Mission Hills United Methodist Church – 4044 Lark Street

The May 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
- Don Holmes- Sushi Deli 1

Excused Absences:

- Stuart White - SWD
- Minka Hull - Mission Hills Financial
- Audrey Patterson - PEI

Guests:

- Julie Santa Cruz- The Patio Express
- Anthony Nyikos- MHTC & Perfect Space
- Daniel Geddis- One Mission Realty
- Brittany Bailey- City of San Diego
- Tim O'Reilly- MH Resident
- Jason Weisz- Senator Toni Atkins
- Craig Benedetto- ofo Bikes consultant
- Paul Vidal- ofo Bikes local manager

Staff:

Susan McNeil Schreyer, Executive Director

The meeting was called to order by President K. Lombardi at 3:05 PM.

Non Agenda Public Comment: There were none.

Announcements & Community Updates: Rev. Jeanette from MHUMC shared an invitation to The Homeless Chorus Speaks taking place in the church sanctuary on Th, May 17 from 7:PM-9:PM. B. Bailey from CD3 distributed their May newsletter, provided an update on the City budget, with special mention about the police and infrastructure budgets; she also invited the group to the May 22 Cocktails with Councilmember Ward at Farmer’s Bottega. J. Weisz distributed the Toni Times, provided an update on the State budget with special mention about CSU and UC budgets and K-12 Education; and shared information about participating in Senator Atkins’ Stand Down Clothing event taking place on June 18.

Executive Committee:

- | | | |
|--|----------|-----------------------|
| Approve Minutes of the April 2018 board meeting | Approved | Holmes/Field |
| Approve April 2018 Financials | Approved | Curnett/Field |
| Set Special & Closed Session Annual Review of Executive Director 5/22/18 from 3:00 – 5:00 at One Mission Realty Conference Room, 928 Ft. Stockton #111 | Approved | Holmes/Curnett |

Promotions Committee:

The matter of setting 7th Annual Taste of Mission Hills for Saturday October 13 from 1:00- 4:00 or 5:00 was trailed to the June meeting since new information was shared by S. McNeil Schreyer that more than a dozen restaurants stated they would not participate in a daytime and/or Saturday Taste and D. Geddis shared Taste of North Park also happening on October 13.

Approved **Curnett/Field**

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Promotions Committee: continued

D. Geddis presented Social Media Analytics Last 30-Days: 2,484 page views with top 3 pages viewed being: 1) Home Page, 2) Reynard Way Parking Study Community Outreach Meeting on May 2, 2018, 3) Spring Mixer at Saffron & Sage. Top 3 IG Posts: 1) Tips- “They’re like hugs, without the awkward body contact” found at Patio Express received 802 impressions, 2) Happy Earth Day Palm Trees in MH received 770 impressions, 3) MOM flower craft project found at Maison en Provence received 762 impressions. Top FB Posts 1) Spring Mixer posted 5/9 reached 314, 2) Reynard Way Community Outreach Meeting (link back to MHBID website) posted 4/25 reached 305, 3) MH Community Garage Sale (link back to MHBID website) posted 4/4 reached 252. FB= 714; IG=1,139; Twitter= 1,627

The following Information Items were shared:

Red Hot Heroes 2018 Fundraiser, no update.

Cocktails with Councilmember Chris Ward at Farmer’s Bottega on May 22 from 5:30-7:30.

A Word From the Mission Hills BID as it appeared in the Presidio Sentinel.

Lefty’s Chicago Pizzeria will be the June “Month of Meetings” Sponsor.

San Diego County Fair BID partnership banners will be installed on May 18. Please find your banner and share its location with the BID and your patrons.

Economic Development Committee:

The BID survey questions from an Ad Hoc Committee of K. Lombardi, M. Hull, D. Geddis w/ S. McNeil Schreyer staffing, were shared. T. Curnett asked #2 be filled in with specific answers which staff will provide, and that #3 ask about awareness from a list of events the MHBID sponsors. Approve questionnaire with changes to #2 and #3. Approved **Curnett/Field**

Proposed narrative in response to the chili flake on plants occurrence near Bark House was shared and approved with the addition of “maintained by your Homeowners Association”. Approved **Holmes/Field**

Design Committee:

Approve request from A. Nyikos to extend the deadline to June 6 for Mission Hills Town Council to let the 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. This extension will allow more time to secure a sponsor. Approved

Curnett/Holmes

S. McNeil Schreyer provided an update on Neighborhood PROW inquiries from EVOLVE on West Lewis Street.

S. McNeil Schreyer provided an update on 2019 Banner Art Contest and a likely grant application to support the contest.

Ofo bike consultant C. Benedetto and ofo local manager P. Vidal provided an update on the ofo dockless bike program sharing San Diego is its largest market in the U.S. and offering a contract which ofo will also offer to other BIDs where ofo bikes are deployed. The contract includes general commercial liability insurance. This was an information update only item.

Adjourn meeting at 4:34 PM

Approved **Curnett/Field**

The next meeting of the MHBID will take place on Wednesday, June 20, 2016 beginning at 3:00 PM at

Mission Hills United Methodist Church.

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CONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

S. McNeil Schreyer called the meeting to order at 4:35 PM

S. McNeil Schreyer shared the City of San Diego is looking to connect Downtown to Uptown via a Free Ride electric golf cart service and is offering to pay 55% of the Uptown Free Ride costs. Uptown Community Parking District consists of Bankers Hill, Hillcrest, International Restaurant Row and Mission Hills. Due to speed limits, Free Ride is currently unable to offer service to Reynard Way in Mission Hills and India Street in International Restaurant Row. To be a part of this continuing conversation, a reallocation in the FY19 MHPAC portion of the UCPD budget of \$25,000 is requested from “Increase Parking Supply” to “Manage Parking Demand/Inventory/ Shuttle Service/ Public Transit”.
Approved **Field/Lombardi**

S. McNeil Schreyer shared the questionnaire to broaden awareness and solicit feedback on the Reynard Way Parking and Alternative Transportation Modalities Study, developed with help from UCPD Staff and S. White and requested approval to send it to an expansive group of stakeholders, beyond Mission Hills Community Based leadership.
Approved **Field/Lombardi**

The following informational item updates were shared:

Thanks to all who attended the May 2 Reynard Way Parking and Alternative Transportation Modalities Study Community Update meeting. Notes were posted to the renderings and will be compiled by KTUA for consideration as the study advances.

Four 2-hour limit meters were installed on the north side of West Washington between Eagle and Falcon streets; a fifth meter was converted from 15-minutes to 2-hours, per requests from the adjacent business owners; two meter hitches were added for bicycle parking.

MHPAC adjourned at 4:53

Approved **Lombardi/Holmes**

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, June 13, 2018 immediately following the MHBID committee meetings and again on June 20, 2018 immediately following the MHBID board of directors meeting.