



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
Wednesday, June 20, 2018 3:00 PM**

Mission Hills United Methodist Church – 4044 Lark Street

The June Month of Meetings are sponsored by Lauren & Brendan Hodson, Owners, Lefty’s Pizza

Directors Present:

- Colleen Field- Allstate Insurance
- Krista Lombardi- Scott& Quinn
- Troy Curnett- One Mission Realty
- Don Holmes- Sushi Deli 1
- Stuart White – SWD
- Minka Hull - Mission Hills Financial
- Audrey Patterson - PEI

Guests:

- Fran Demich- MH Resident
- Tom Demich- MH Resident
- Brittany Bailey- City of San Diego
- Sharon Gehl- MH Resident
- Tim O’Reilly- MH Resident

Staff:

Susan McNeil Schreyer, Executive Director

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

Non Agenda Public Comment: There were none.

Announcements & Community Updates: B. Bailey from CD3 distributed their June newsletter, provided an update on the City budget, talked about the City’s move to ban Styrofoam, shared information on the Regional Task Force on the Homeless and the Councilmember’s efforts on a Workforce Development Initiative and flexible spending pool for housing needs.

Executive Committee:

- Approved Minutes of the May 2018 board meeting Approved **Curnett/Holmes**
- Approved May 2018 Financials Approved **Holmes/White**
- Approved Executive Director’s Annual Vacation accrual of one additional week; Approved **Holmes/Hull**
Effective May 15, 2018
- Approved BID FY19 Management Agreement with the City which was noticed and reviewed at Executive Committee on 6/13/18 and inadvertently left off the 6/20/18 board agenda. Approved **Curnett/White**

Promotions Committee:

The following were shared as Information Items: The Fall Mixer will take place on September 19 from 5:30-7:30 at Pizza e Birra, 3625 India Street, thanks to Sam and Sarah. Mission Hills Financial is sponsoring the July Month of Meetings. Mission Hills BID June column was shared as a hand-out.

- Approved the 2018 Taste of Mission Hills to take place on Wednesday, October 10 from 5:00 until 9:00 Approved **White/Holmes**
- Approved US Bank as 2018 Taste Banner Sponsors @ \$7,500 Approved **Curnett/Holmes**
- Executive Director updated Red Hot Heroes event dates for Sundays in February 2019 will be considered by both the SDPD and John Ealy. M. Hull stated earlier in the month is best.

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Promotions Committee: continued

T. Curnett presented Social Media Analytics Last 30-Days: 3,733 page views with top 3 pages viewed being: 1) Reynard Way Parking Study, 2) RnR Marathon Road Closure, 3) Presentation Slides from Reynard Way Community Outreach Meeting in May. Top 3 IG Posts: 1) Red Door Fresh Pasta received 713 impressions, 2) Memorial Day Flag received 683 impressions, 3) Father's Day Dad Tie received 653 impressions. Top FB Posts 1) Reynard Way Study (link back to MHBID website) posted 5/23 reached 563, 2) RnR Marathon Road Closure (link back to MHBID website) posted 5/31 reached 367, 3) Cocktails with Councilmember Ward (Photos from event & "thanks " to Farmer's Bottega) posted 5/29 reached 204. FB= 722; IG=1,137; Twitter= 1,636

Economic Development Committee:

Approved the revised BID survey questionnaire to BID members. Approved **Curnett/Hull**
Information item regarding the future use of the current library site included S. White suggesting the BID weigh-in about its wishes for the Current Library Site since it will be vacated in early-2019 when the New Library is completed and the Current Library is at the entrance to the business district. B. Bailey shared Councilmember Ward is interested in the future use of the Current Library Site for which the Mayor will issue a Request for Proposal (RFP) through the City's Real Estate Assets Department (READ). The RFP may be issued as early as late-July, so any feedback needs to be obtained quickly. Executive Director will work with Old Library Re-Use Ad Hoc of Colleen, Stuart, Krista, Don and Daniel to prepare a survey which may be shared on the BID website and through the BID's column in the Presidio Sentinel, with encouragement for all in the community to complete it.

Design Committee:

S. McNeil Schreyer provided an update on meeting with EVOLVE on West Lewis Street and information needed from them to complete their application as a part of their A-Frame sign PROW request.

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

Adjourn meeting at 4:28 PM

Approved **Hull/White**

The next meeting of the MHBID will take place on Wednesday, July 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 4:29 PM

S. White 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 MHPAC chairperson and S. White was emailed to an expansive group of stakeholders, beyond Mission Hills Community Based leadership, and replaced the BID column in the June Presidio Sentinel. A hand-out with graphs and pie charts was offered. Results will be shared with City and UCPD Staff on Monday June 25 with a discussion focused on next steps. F. Demich and T. Demich shared their concerns about changes on Reynard Way causing traffic jams. T. O'Reiley shared his concerns about the area turning into a Little Italy and raised questions about the survey and people responding more than once.

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The following informational item updates were shared: Regarding FREE RIDES possible expansion from Downtown into Uptown, representatives from FREE RIDE will be present at the Hillcrest Parking Committee meeting on June 28 at 3:00 and at the Bankers Hills Parking Advisory Committee meeting on July 2, at 5:00. Please attend and ask questions. More detail may be found on the UCPD website. Work will take place to update the 900 block of Ft. Stockton Parking T's, Space Numbers, and One-Pay Box.

MHPAC adjourned at 5:00

Approved

Curnett/White

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, July 11, 2018 immediately following the MHBID committee meetings and again on July 18, 2018 immediately following the MHBID board of directors meeting.