



**BUSINESS IMPROVEMENT DISTRICT**

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

**Mission Hills United Methodist Church – 4044 Lark Street**

**The July Month of Meetings are sponsored by Minka and Mark Hull, Owners, Mission Hills Financial**

**Directors Present:**

- Krista Lombardi- Scott& Quinn
- Troy Curnett- One Mission Realty
- Don Holmes- Sushi Deli 1
- Minka Hull- Mission Hills Financial

**Excused Absence:**

- Colleen Field- Allstate Insurance
- Audrey Patterson- PEI
- Stuart White- SWD

**Guests:**

- Amanda Gregory- US Bank
- Jason Weisz- Senator Toni Atkins
- Brittany Bailey- Councilmember Chris Ward
- Daniel Geddis – One Mission Realty
- Dixie Hall- Dixie Pops & MH Resident
- 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 3:07 PM.**

**Non Agenda Public Comment:** MH Heritage emailed an offer to the MHBID to place an ad in their September 22 Home Tour Booklet. All presented suggested placing the matter on the MHBID September agenda for consideration.

**Announcements & Community Updates:** J. Weisz from Senator Toni Atkins’ office updated on the State of California budget and the \$79 billion in funding for K-12 education, offered assistance on working through the State’s various agencies; he distributed the July Toni Times at last week’s BID meeting of committees. B. Bailey from CD3 distributed their July newsletter, provided an update on the City’s probable move to ban Styrofoam, and shared the Council’s action pertaining to short-term rental properties throughout San Diego. A robust Q&A ensued over short-term rental properties.

**Executive Committee:**

Approved Minutes of the June 2018 board meeting	Approved	<b>Hull/ Curnett</b>
Approved June 2018 Financials	Approved	<b>Curnett/Hull</b>
Approved non-voting associate memberships for Saffron & Sage and Mission Hills Nursery both of whom are just outside of the MHBID boundaries	Approved	<b>Hull/Holmes</b>
Approved Annual Audit Engagement for FY18 with Beck & Co. CPA for \$2,000; this fee also includes tax preparation for the FY18	Approved	<b>Curnett/Holmes</b>
Approved BID Alliance FY19 Membership Fee of \$300 for MHBID	Approved	<b>Hull/Holmes</b>
Approved BID FY19 Management Agreement with the City and MHBID	Approved	<b>Curnett/Holmes</b>
Signature Designations to include its officers (K. Lombardi, T. Curnett and A. Patterson )		
Approved Annual Meeting for Wednesday, November 7, 2018 @ 4:30 with Mixer to begin at 5:30; location to be determined based on readiness of The Oak	Approved	<b>Holmes/Hull</b>
Approved BID going DARK in August without meetings	Approved	<b>Hull/ Curnett</b>

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### Promotions Committee:

The July Mission Hills BID Column consisted of the Library Site Survey and appeared on the BID website and in the presidio Sentinel; The MHBID is seeking September and October Month of Meetings sponsors; Red Hot Heroes is being planned for a Sunday evening in February 2019 with Officer Surwilo checking with Command; D. Geddis presented Social Media Analytics Last 30-Days: 2,585 page views on the site and 1,124 unique pageviews; IG Top 3 Posts by Impression: 1) Video Montage of SD Fair Banner posted 6/29 and receiving 792 impressions, 2) Don (Sushi Deli 1) and Brittany (Councilmember Chris Ward's office) holding SD Fair Banner (Troy- One Mission Realty) posted on 7/10 receiving 685 impressions, 3) Happy 4<sup>th</sup> of July Fireworks posted on 7/4 and receiving 638 impressions. FB Average Reach/Engagement by Post Type: VIDEO Average reach was 661, Average engagement was 63 and Reactions/Comments/Shares were 37. LINK Average reach was 216, Average engagement was 23 and Reactions/Comments/Shares were 8. PHOTO Average reach was 162, Average engagement was 22 and Reactions/Comments/Shares were 9. FB= 723; IG=1,140; Twitter= 1,634

### Economic Development Committee:

Approved the 2018 Taste of Mission Hills Trolley Contract for three Trolley from 5:00 until 9:00 at \$1,800; Collateral Materials of 10,000 Postcards to not exceed \$250; Display Posters printing same as 2017; and move forward with musician discussions. Approved *Hull/Curnett*

Approved US Bank as 2018 Taste Title Sponsors @ \$7,500 ED in communication with AmEx Shop Small; a San Diegan may be hired to oversee San Diego events happening on November 24. Approved *Hull/Holmes*

### Design Committee:

ED shared Library Study Survey continues through July 21, 2018; BID president shared she encouraged TC president to begin planning for next year as MH Town Council Concert Banners is not happening in 2018 since they were unable to secure donors.

Authorize Spotlight Banner FY19 new and renewed banner sales to begin. Approved *Curnett/Hull*

ED presented a brief update on Banner Art Contest. No action Necessary.

Approved moving forward with required Banner Art Contest Grant signatures Approved *Curnett/Holmes*

Adjourn meeting at 4:05 PM Approved *Hull/Holmes*

**The next meeting of the MHBID will take place on Wednesday, September 19, 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 4:05 PM

Approved next step contract discussions with FREE RIDE, not to exceed \$25,000 or 6.9% from MHPAC budget for 1-year pilot program of which City is paying 50% Approved *Curnett/Holmes*

**Information item updates were shared:** On June 25, S. White and S. McNeil Schreyer met with City and UCPD staff to review Reynard Way Study outcomes and how best to address the identified needs. Work is underway in the 900 block of Ft. Stockton with repainting Parking T's, Space Numbers, and installing new One-Pay Box. MTS Bus Route 83 may be in jeopardy due to continuing low ridership.

MHPAC adjourned at 4:20 Approved *Lombardi/Holmes*

**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, September 12, 2018 immediately following the MHBID committee meetings and again on September 19, 2018 immediately following the MHJBID board of directors meeting.**

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