



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
Wednesday, September 19, 2018 3:00 PM
Mission Hills United Methodist Church – 4044 Lark Street**

Directors Present:

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

Guests:

Dennis Stryker- Stryker Slev Law Group
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
Tom Curl- Ascent Real Estate & MH Resident

Excused Absence:

Colleen Field- Allstate Insurance
Audrey Patterson- PEI

Staff:

Susan McNeil Schreyer, Executive Director

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

Non Agenda Public Comment: Executive Director shared open house flyer from new Firefly Wellness Day Spa, Mixer at Pizza e Birra thanks to Sam and Sarah Mattia following BID meeting, and September 24 mural unveiling at Canale Communications. All BID members are invited.

Announcements & Community Updates: J. Weisz from Senator Toni Atkins’ office updated the State of California budget was on time, K-12 education funding is the highest in history, and talked about net neutrality. B. Bailey from CD3 distributed the September newsletter, provided an update on what is happening to address homelessness.

Executive Committee:

Approve October 3 at 3:00 for Committee Meetings due to TASTE	Approved	Holmes/Curnett
Approve Minutes of the July 2018 board meeting	Approved	Curnett/Holmes
Approve July 2018 Financials	Approved	Holmes/White
Approve August 2018 Financials	Approved	Curnett/White
Approve FY18 Annual Audit by Beck & Co. CPA with correction to reflect in-kind donations of \$27,578 in all places	Approved	Curnett/Hull
Approve \$2,000 FY18 Audit and Tax Prep payment to Beck & Co. CPA	Approved	Holmes/White
Approve Associate Membership FY19 Jaimee Brant at Paint Box Art Studio	Approved	Hull/White
Approve request to MHUMC for use of church parlor in 2019	Approved	Curnett/White
Approve Annual Meeting for Wednesday, November 7, 2018 @ 4:30 with Mixer to begin at 5:30; Direct executive director to find new location as Fort Oak is not ready	Approved	Hull/Curnett
Establish a nominations committee of Lombardi, Curnett, Field and Holmes for BID board elections occurring on November 7, 2018	Approved	Hull/ White

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Promotions Committee:

Approve PEI Instagram 1,250 TASTE Photo Contest Approved *White/Hull*

The September Mission Hills BID Column in the Presidio Sentinel featured US Bank as TASTE Title Sponsor with a photo of branch manager Amanda Gregory presenting \$7,500 check to Mission Hills BID treasurer Troy Curnett, owner broker of One Mission Realty.

John Ealy of Harley Gray is looking into people he knows at the SDPD or alternative honorees for Red Hot Heroes since first responders are unable to attend. K. Lombardi suggested honoring the military. S. McNeil Schreyer will convey this to J. Ealy.

D. Geddis shared web and social media analytics including IG Top 3 Posts over past 30 days by impression: TASTE Save-the-Date posted on 8/24 receiving 833 impressions, TASTE tickets on sale posted on 9/12 receiving 714 impressions and Canale Comm named to Inc. Magazine 5000 list posted on August 29 receiving 695 impressions. FB Top 3 posts over past 28 days by reach: Canale Comm named to Inc. Magazine 5000 list 244 reach, Chris Ward Homelessness Meeting 184 reach, TASTE tickets on sale 166 reach. FB EVENT: TASTE of MH 2018 organic reach thus far 145 marked “interested” and 22 marked “going”. As of 9/19/18 Followers of FB 723; IG 1,146, and Twitter 1,614.

Economic Development Committee:

Approve the 2018 Taste of Mission Hills ads: \$250 to Presidio Sentinel with Ad Approved *Hull/Curnett*

Replacing month column; 2018 Taste of Mission Hills \$425 Ad in Oct 5 Uptown News; \$500 to FB/Social Media by D. Geddis; Secured \$7,500 from US Bank, \$900 each from Allstate Insurance, Harley Gray and Fort Oak for trolley sponsorships and \$300 from Lazy Acres for Good Neighbor Sponsorship; \$850 commitment from K. Lombardi for music sponsorship for Sue Palmer and the Motel Swing Singers. Four points of sale for TASTE tickets US Bank, Mission Nails and Spa, One Mission Realty and Patio Express. TASTE trolley route established with 10 stops; thank you Sam and Sarah Mattia for participation in the pre-event route ride along. M. Hull offered real estate signs to K. Lombardi to use as Trolley Stop Signs.

Approve Mission Hills BID leading the AmEx Small Business Saturday Approved *Hull/White*

In the neighborhood on November 24; command base at Canale Comm; offering pop-up booths to MHBID members at \$150 each; banner printing and installation in Mission Hills BID, explore a passport to shopping program and a craftsman gingerbread house

Design Committee:

Establish the BID’s position on the Old Library Re-Use, as requested by Approved *White/Curnett*

by Councilmember Chris Ward. A robust discussion occurred resulting in a motion to write a support letter to our Councilmember stating “the Mission Hills BID supports the re-use of the Old Library site for a business use or mixed use with retail on the ground floor.”

The Banner Art Contest Progress report was tabled to next month Approved *Curnett/White*

The Banner Art Contest Grant Application was tabled to next month Approved *Curnett/White*

Adjourn meeting at 4:00 PM Approved *Hull/Holmes*

The next meeting of the MHBID will take place on Wednesday, October 17, 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 4:00 PM and shared no progress has been made on FREE Ride into Uptown.

MHPAC adjourned at 4:01 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.