



BUSINESS IMPROVEMENT DISTRICT

## **Board of Directors Strategic Planning Session**

January 16, 2019 11:00 am - 3:00 pm

One Mission Realty Conference Room– 928 Fort Stockton Drive, Suite 111

The January Month of Meetings are being Underwritten by **Brad Sund – State Farm Insurance**

### **AGENDA**

#### **Call to Order**

#### **Additions and Changes to Agenda**

##### **1. Ice Breaker**

##### **2. Celebrate 2018!**

Worth Repeating

##### **3. Looking Forward in 2019 and Building on Successes**

Sponsorships

Grants

President's Circle

Taste of Mission Hills

Small Business Saturday/Shop Small Saturday

Mission Hills BID Banner Art Contest

Farmer's Market

#### **BREAK/LIGHT LUNCH**

##### **4. The Mission Hills BID 2019 Priorities by Committee**

###### **Executive Committee**

Efficiency, Logistics, Organization – J. Daniel Geddis, President

FY20 Budget Review – Colleen Field, Treasurer

###### **Promotions Committee**

Social Media Ad Hoc – J. Daniel Geddis, President and Audrey Patterson, Secretary

Promotions Ramp Up; Social Media Calendar; Social Media Packages; Taste

Alcohol Sponsor; Taste TV; Website Revamp; Verified IG and FB badges

#### **BREAK**



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#### **4. The Mission Hills BID 2019 Priorities by Committee - continued**

**Economic Development Committee** – Susan McNeil Schreyer, Executive Director

Mission Hills BID Metrics

Storefront Improvement

Increase Associate Membership Numbers

**Presentation by City of San Diego Office of the City Treasurer**

Mission Hills Business Licenses and BID Fees - Ricardo Ramos, Deputy Director  
Business Operations

#### **Design Committee**

Aesthetic Appeal - Stuart White, Design Committee, Mission Hills BID

PROW - Stuart White, Design Committee, Mission Hills BID

#### ***Mission Hills Parking Advisory Committee***

FY20 Budget Priorities - Stuart White and Susan McNeil Schreyer, MHPAC

#### **5. WRAP-UP** – J. Daniel Geddis, President, Mission Hills BID

**Adjourn to Mission Hills BID Board of Directors Meeting at 3:00 p.m.**