



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors
Wednesday, February 20, 2019 3:00 PM
Mission Hills Library – 215 West Washington Street

The February Month of Meetings are Underwritten by **Colleen Field- Allstate Insurance**

Directors Present:

J. Daniel Geddis - One Mission Realty
Don Holmes – Sushi Deli 1
Audrey Patterson, PEI
Colleen Field – Allstate Insurance
Stuart White – SWD
Minka Hull- MH Financial
Amanda Gregory – US Bank

Staff:

Susan McNeil Schreyer, Executive Director

Guests:

Matt West – Latchkey Brewery
Gerald Dollente- Latchkey Brewery
Leah Shuchter- MHTC
Dennis Stryker- Stryker SLEV
Jocelyn Maggard- City of SD
Tim O'Reiley- Resident
Jason Weisz- Sen Toni Atkins
Tyler Burch- Councilmember Chris Ward

The meeting was called to order by President J. Daniel Geddis at 3:01

Non- Agenda Public Comment: There were none.

Announcements & Community Updates: J. Weisz discussed State of the State, Tax Refund for Struggling Workers, Homeless Relief Assistance. S.McNeil Schreyer shared Supervisor Fletcher will hold a community meeting on Saturday March 9th from 2:00-3:30 at the Mission Hills Library

Executive Committee

Approve Gerald Dollente and Matt West, Owners of Latchkey Brewery as Non- Voting Associate Member	Approved Holmes/Gregory
Approve Taste of Mission Hills on Wednesday, Oct 2, 2019; Get Trolley	Approved Holmes/Gregory
Approve Minutes of January 2019	Approved White/Hull
Reconsider Dec 2018 Financials due to tech asst miscategorization	Approved Hull/Patterson
Approve January 2019 Financials	Approved Gregory/White
Reconsider FY20 Proposed Budget- Increase BID Assessment to \$40K	Approved Patterson/White
Approve FY18 Annual Report to City	Approved Patterson/Gregory

Executive Director updated County NRP Grant for \$15K was deposited on 1/31/19. City CPPS grant expected to be before City Council in March 2019.

Promotions Committee:

Approve Cross Promotion: MHBID ½ page ad in Garden Walk Booklet for MHGC ad on MHBID website banner head and side bar Approved **Patterson/Field**
Executive Director updated SDCF Banner Partnership; 2/22 Photo Session SOLD OUT; J. Daniel Geddis shared importance of “verified profiles” and MHBID has been verified on FB, not yet in IG; Social Media update provided by J. Daniel Geddis as follows, FB 753 Page Likes, IG 1,307 Followers, Twitter 1,647 Followers, TOP FB POSTS Last 28 days are Word from Prez reaching 630, SD Airport Plan reaching 263, Prez Day Post reaching 241 and Library Opening reaching 219.

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Promotions Committee: (continued)

A. Patterson and J. Daniel Geddis provided information on calendar posts across social media platforms, it was noted International Beer Day is celebrated in August.

Word from the BID – February 2019 Hand-Out Provided

Economic Development Committee:

Executive Director circulated MHBID Metrics Required by City's Economic and prepared by Jay Arnett, SVP, Colliers Intl, referral from MHBID board member S. White; and shared MHBID President joined in site visits to offer welcome and present proclamations to new businesses with Councilmember Ward's staff

Design Committee:

Consider Banner Installation promoting Summer Concerts from MHTC as an action item; MHTC President L. Shuchter withdrew this year's request and stated MHTC may reconsider its banner request for 2020; MHBID requestsreconsidering in Fall 2019. J. Daniel Geddis offered MHBID website banner head and side bar as another method to promote Summer Concerts. L. Shuchter stated concert is well attended and does not need promoting.

Delay Presidio Sentinel Banner Art Contest Ad at \$960 to April Approved **Hull/White**
During Update on the progress of Banner Art Contest partnerships the name "Banners of the BID: First Impressions" was changed to "Colors on Canvas: First Impressions". Partners and Ad Hoc will be notified by executive director.

Adjourn the board of directors meeting at 4:07 p.m. Approved **Holmes/Gregory**

The MHBID meets twice a month at Mission Hills Library, 215 West Washington Street; the second Wednesday of the month meeting is to discuss committee items and the third Wednesday of the month is the board of directors meeting where voting occurs.

CONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

S. McNeil Schreyer called the meeting to order at 4:07 PM and shared information about the San Diego Airport Development Impacts on Mission Hills Parking and Transportation. A long term plan for a major public transportation hub is being discussed for location at the current Solar Turbines property. Reviews will be required. MHPAC will be updated. Valet Parking has been installed on Hawk Street at Fort Stockton Drive. L. Shuchter asked where valet parks cars, others asked does business needs a contracted location for valet permit? S. McNeil Schreyer will inquire and respond.

S. McNeil Schreyer adjourned the meeting at 4:11 PM Approved **Holmes/Gregory**

The MHPAC meetings occur twice a month immediately following the MHBID meeting of committees and MHBID board of directors meeting at Mission Hills Library, 215 West Washington Street

The next meeting of the MHPAC will take place on Wednesday, March 20, 2019 immediately following the MHBID meeting.