



**BUSINESS IMPROVEMENT DISTRICT**  
**Minutes of the Mission Hills BID Board of Directors**  
**Wednesday, April 17, 2019 3:00 PM**  
**Mission Hills Library – 215 West Washington Street**

The April Month of Meetings are Underwritten by **John Ealy- Celebrating Harley Gray's 5<sup>th</sup> Birthday**

**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

**Guests:**

Leah Shuchter- MHTC  
Tyler Burch- Councilmember Chris Ward

**Staff:**

Susan McNeil Schreyer, Executive Director

**The meeting was called to order by President J. Daniel Geddis at 3:00**

**Non- Agenda Public Comment:** L Shuchter shared the Town Council is in summer concert planning mode.

**Announcements & Community Updates:** T Burch provided a hand-out map of the Uptown Transit Priority areas where the Mayor has called for multi-family parking standards to be eliminated; a request for a more detailed map was made; Scooter regulations will be before the City Council on 4/23; Presidio Drive is being designated a one-way loop.

**Executive Committee**

Approve March 2019 Minutes

Approved **Field/Holmes**

Approve March 2019 Financials

Approved **White/Patterson**

Approve ED evaluation in May with electronic outreach to full board with presentation to ED by executive committee

Approved **White/Gregory**

Information Items included: The City of San Diego CPPS \$2,000 Grant will be at City Council on 4/19. The citywide BID FY20 budgets were approved on 4/11 at Econ Dev and Intergovernmental Relations Committee and will be at City Council for a first hearing on 4/23 and second hearing on May 21.

Woekers Comp insurance was automatically renewed by AJ Gallagher on May 1, 2019. Increase of \$98. C. Field will contact Alex at AJ Gallagher to inquire about reason for increase.

**Promotions Committee:**

Approve Taste of Mission Hills 10/2/19 Ad Hoc consisting of Amanda, Stuart, Don and Daniel.

Approved **Field/Gregory**

UPDATES included: J. Daniel Geddis provided social media update as follows, FB 756 Page Likes, IG 1,333 Followers, Twitter 1,653 Followers; Save-the-Date Taste of Mission Hills 2019 103 people marked "interested as of 4/17; TOP 3 IG POSTS Last 30 days are: 1) Colors on Canvas painting at Paint Box Art Studio 1,022 impressions; 2) Image Collage- Spring Mixer at Fort Oak 977 impressions

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**Promotions Committee: (continued)**

3) Record Store Day – M-Theory Music 831 Impressions

A Word From Our President was made available as a hand-out. Fair banners will be installed from 5/15/19 – approx 7/4/19. Ginny Ollis will be submitting an article to the Presidio Sentinel mentioning MHBID executive director's 5 years in Mission Hills. This year's Shop Small/Small Business Saturday will occur on 11/30/19, marking the 10<sup>th</sup> Anniversary of the event; S White shared in Charlotte NC there are rocking chairs throughout the community; MHBID needs to consider something special as the AmEx Shop Small group does not encourage repeat events such as the very popular OB sandcastle and MHBID Gingerbread Shop.

**Economic Development Committee:**

City of San Diego Economic Development Department promoted Christina Bibler to Director. Bibler has a BID background, positive for the citywide BID programs. Input for Storefront Improvement Program opportunities encouraged. A Patterson suggested the HEC in the 3900 block of Goldfinch. Over the years S McNeil Schreyer has reached out, will do so again.

**Design Committee:**

Colors on Canvas Update included:

**1)** Installation May 2-15 **2)** Prizes in addition to the Marianne Kalem Legacy Grand Prize from Patterson Engineering, Inc. **3)** Budget Update **4)** Social Media Ad Creation and Placement **5)** Judging Criteria and Judges **6)** NGG Electric Vehicle provided by Jeff Nett and Michael Rosenbaum at NGG Mortgage for Judges **7)** Awards on June 5 including categories of winners **8)** Reconfiguring Banner Installation Map for Contest **9)** Ad Placement in Uptown News and Presidio Sentinel **10)** 250 Posters Suggestions included: Place winning ribbons on banners, artists sign blank banners, D.Holmes secure and pay photographer, Judges will meet in US Bank parking lot

Adjourn the board of directors meeting at 4:17 p.m.

Approved **Gregory/Holmes**

**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 4:18 PM

New information about access and egress was shared on the request to City to place one-way signage at alleyway between MFCU and New Library. It was decided no action s/b taken.

Request City place metered parking on Dove St, north of W. Washington. Approved **Geddis/White**

Keep longtime parking space west of MFCU alleyway parking lot exit. Approved **Holmes/Patterson**

Form Ad Hoc of Audrey and Don to locate stenciled parking for scooters. Approved **Gregory/White**

D. Holmes asked if meters may be installed on Front St, near Imaging Center. S McNeil Schreyer will ask UPCPD executive director

S McNeil Schreyer adjourned the meeting at 4:33 PM

Approved **Gregory/Field**

**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, May 15, 2019 immediately following the MHBID meeting.**