



BUSINESS IMPROVEMENT DISTRICT

Executive Committee Meeting

Mission Hills Library – 215 West Washington Street

Wednesday, October 9, 2019 - 4:00 PM

AGENDA

Call to Order & Introductions

Additions/Changes to Agenda

Executive Committee:

- Approve September 2019 Financials
- Approve September 2019 Minutes
- MHBID CPPS RFQ Application approved as “Qualified”, Early-November RFP Application Notification
- County of San Diego Grant Award of \$15,000 – Reconciliation UPDATE; Apply FY20
- MBID FY Annual Taxes Filed
- Reconsider 6th or 13th for November 2019 Elections of directors and officers
- Candidates for directors and officers
- Update: Washington Street Maintenance Assessment District Narrative
- Finalize MHBID Legal and Ethical Responsibilities Form

Promotions Committee:

- October 2019 BID Column featuring Taste of Mission Hills – Hand-out
- Taste Social Media Promotion Outcomes – J. Daniel Geddis
- Social Media Analytics Glimpse – Daniel Geddis
- Updating Website featuring business neighborhoods: W.Washington, Ft. Stockton, Goldfinch, W. Lewis; Reynard Way and India Street – Conversation with Tammy Radcliffe, New Owner @ With Love
- Annual Meeting – Farmer’s Bottega; 11/6 or 11/13
- Annual Meeting Notices to be Mailed this Week

Economic Development Committee:

- 8th Annual Taste of Mission Hills on 10/2/19 – De-brief: Tickets Sold on BPT; Tickets Sold on Square; Cash/Credit; by Location; Photography; Comments, Next Year
- Small Business Saturday on November 30: Event Planning; Base Station at Canale Communications; Budget; Santa’s Sleigh; Pop-Ups; Kids Corner; Photographer; Ad Placement; Banner Installation; Site Team Visit 10/28 or 10/30
- Ad Hoc - No on PSH at Old Library Site
- District 3 Candidates Forum – BIDs Informing Candidates on October 23, Quartyard, 5:30-7:00

Design Committee:

- 2019 Colors on Canvas Banner Art Tote Bags at local retail shops
- FY20 Spotlight Mission Hills – Renewals
- 2020 Colors on Canvas Community-wide Banner Art Contest – Update on Grants
- UPDATE: Washington Street MAD

Mission Hills Parking Advisory Committee:

- UCPD Board of Directors Elections in October for Bankers Hills and Hillcrest seats; Executvie Committee in November
- UPDATE: New Library Underground Parking Pilot Program

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