



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Mission Hills BID Board of Directors

Wednesday, August 21, 2019 3:00 PM

Mission Hills Library – 215 West Washington Street

The August Month of Meetings are Sponsored by Gelato Vero Caffe – Aaron and Ian Rabinowotz

Directors Present:

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

Guests:

- Jeri Blount – King’s Parlour
- Jocelyn Maggard, Econ Dev, City of SD
- Tim O’Reiley - Resident
- Chris Kluth, SANDAG
- Madai Parra, SANDAG
- Natalie Cushman, SANDAG
- Gerrie Trussell, Uptown Community Parking

Staff: Susan McNeil Schreyer, Executive Director

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

Non- Agenda Public Comment: MHBID ED provided report for Ty Burch from Councilmember Ward’s office as he has jury duty and will not be at today’s MHBID board meeting. He reported there has not yet been an RFP for PSH at the Old Library site.

Announcements & Community Updates: J. Maggard shared E. Studebaker promoted to BEAR Asst Dep Dir.

Executive Committee

- | | |
|---|----------------------------------|
| Approve June 2019 Minutes | Approved Patterson/Holmes |
| No Minutes to Approve for July 2019 (Without Quorum) | Approved Holmes/Field |
| Approve June 2019 Financials | Approved Holmes/Patterson |
| Approve July 2019 Financials | Approved Patterson/Holmes |
| Accept A. Gregory’s resignation due to promotion outside BID | Approved Patterson/Holmes |
| MHBID’s role in Washington Street MAD oversight by community. Motion approved to have S. White, D. Geddis, and S. McNeil Schreyer work on edits to draft created by MHTC for consideration by board at September meeting. | Approved Hull/Holmes |

Information items included: Thanks to Aaron and Ian Rabinowitz of Gelato Vero Caffe for their August meeting sponsorship; FY20 ED has lower Medical Insurance; MHBID Worker’s Compensation Insurance audit resulted in no fee assessments. **Updates included:** City CPPS grant reconciliation submitted and awaiting reimbursement and County Neighborhood grant was to be submitted but has not yet been.

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Promotions Committee:

Approve September MHBID Column be Full Page Full Color Taste ad at a special one time rate of \$500
Approved **Patterson/Field**

Information Items Included: J. Daniel Geddis provided social media analytics as follows, FB 799 Page Likes, IG 1,419 Followers, Twitter 1,650 Followers, Last 60 days' activity on BID website were Top 5 MissionHillsBID.com pages viewed were 1) Home Page 2) MH business owner John Ealy of Harley Gray featured in Gay San Diego, 3) Old Library Site (Homeless Shelter Proposed), 4) Meetings and Agendas, and 5) 8th Annual Taste of Mission Hills with organic reach of 2,900 and 249 responses marked "interested" or "going". Top 3 Instagram posts were 1) Best of San Diego Awards 1,445 Impressions, 2) Thorn Brewing Grand Opening 1,054 Impressions and 3) North Properties Mixer Photos 979 Impressions. Hand-outs were July and August "A Word From Our President" column. Quarterly Mixer will take place on September 18 at Mosley's Boxing, 903 W. Washington thanks to owner Russell Mosley. **Updates Included:** US Bank's Taste Title Sponsorship check for \$7,500 received and deposited. Taste design and printing is moving forward for the October 2, event. QFC Real Estate Management has undergone several staff changes and BID's request to use area under Mission Hills sign for live music (submitted in May) has not yet been answered.

Economic Development Committee:

Approve formation of No on Permanent Supportive Housing at Old Mission Hills Library AdHoc Committee to consist of A. Patterson and C. Field with S. McNeil Schreyer. ED will look into Friday September 13 petition signing from 4:00-7:00 at Fisher Gross Kitchen and Bath, and/or at Lazy Acres.
Approved **Hull/Patterson**

Updates Included: J Maggard shared she has exchanged messages with 3900 Goldfinch business owner interested in Storefront Improvement though not yet met with her. ED will check with business owner. CD3 Candidates Forum planning proceeding for October 17 or 24 with location at The Quartyard 13th and Market from 5:30-7:00 with Scott Lewis of Voice of San Diego serving as MC.

Design Committee:

Colors on Canvas Banner Art tote bag discussion involved asking Ekedal and Brant about pricing, finding merchants to sell tote bag, grommeted tags with hand painted by Mission Hills children message, may be up to 136 bags. Approve moving forward with pricing decision in September.
Approved **Patterson/Hull**

8th Annual Taste of Mission Hills promotional materials being designed; Colleen Field, ALLSTATE Insurance Agency owner is this year's Taste Trolley Sponsor, with possibility of others joining, Footstep Forks to be installed 2-weeks prior to event with placement suggestions from S. White, D. Geddis designing several promo codes providing \$5 off, otherwise tickets will be \$30 and \$35 day-of-event without promo codes; print ad only in Presidio Sentinel with remaining promotions on social media. Each board member contact D. Geddis with "top San Diego event sites" they use.

Adjourn the board of directors meeting at 4:25 p.m.
Approved **Patterson/White**
Approved **Hull/White**

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 4:26 PM

MH Parking Advisory Committee Meeting

Information Items Included: Presentation by Chris Kluth of SANDAG, on the Washington Street Bikeway project. SANDAG is the regional transportation authority for San Diego County. The project planning for the section of West Washington from San Diego Avenue to the West University Avenue exit ramp has been completed. Implementation is scheduled to begin in FY20. Many question and answers were exchanged. A. Patterson inquired about the number of collisions au West University merge and number of vehicle trips on West Washington at the westbound merge. Answers were not immediately available. The MHPAC is eager to be involved with the next phase of planning starting at the West University Avenue and continuing thorough Mission Hills BID. C. Kluth shared about 30% of the preliminary plans has been completed with Madai Parra being project manager.

No new Information on New Library Pilot Parking Program. AB516 is still in appropriations committee and may linger there.

S. McNeil Schreyer adjourned the meeting at 4:55 PM

Approved ***Geddis/White***

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, September 18, 2019 immediately following the MHBID meeting.