



BUSINESS IMPROVEMENT DISTRICT

Meeting of the Board of Directors

Wednesday, October 16, 2019 - 3:00 PM

Mission Hills Library – 215 West Washington Street

AGENDA

1. Call to Order & Introductions

2. Non-Agenda Public Comment

Public Comment may be made on any subject in the Board's area of responsibility. Time allotted to each speaker shall be determined by the President; however, comments are limited to no more than three (3) minutes total per subject regardless of the number of those wishing to speak. (Comments relating to items on today's agenda are to be taken at the time the item is heard.) Please direct requests to speak to the President prior to the start of the meeting. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken by the Board on any issue brought forth under "Non-Agenda Public Comment."

3. Announcements and Community Updates

- Annual Meeting 4:30-5:30 and Mixer 5:30-7:00, Wednesday 11/6/19, Farmer's Bottega, 860 West Washington Street; Special Guest; Postcard invitations mailing to MHBID members week of October 14
- Representative Reports from State, County, City and Mission Hills Neighborhood

4. Approvals

Executive Committee

- Approve Minutes of the Meeting – September, 2019 **Action Item 1 min**
- Approve Monthly Financial – September, 2019 **Action Item 1 min**
- Approve 2020 MHBID Meetings Taking Place at Library **Action Item 1 min**
- Approve Nominating Committee Slate of Candidates for 2020 **Action Item 2 min**
Nominate directors as follows: Dixie Hall to a one year term and Sarah Church Mattia to a three year term. Nominate Officers of the Board: President, J. Daniel Geddis; Vice President, Dixie Hall; Secretary, Colleen Field; and Treasurer, Sarah Church Mattia; each to a one year term
- Establish date and location for January 2019 Strategic Planning Workshop; **Action Item 2 min**
11:00-3:00; with Board of Directors meeting to follow
- Approve Mission Hills BID board of directors responsibilities form **Action Item 2 min**
- Approve MHBID Mixers being more open to non-business owners **Action Item 2 min**
- MHBID CPPS RFQ application approved as "qualified"; expect early November RFP **Update**
- MHBID Suggested edits to Washington Street Maintenance Assessment District **Update**

Promotions Committee

- Updating MHBID website featuring business neighborhoods: W. Washington, Ft. Stockton, Goldfinch, W. Lewis. Reynard Way and India Street – Conversation with Tammy Radcliffe, With Love, new owner **Action Item 2 min**
- October BID Column featuring Taste of Mission Hills **Hand-out**
- Taste Social Media Promotion Outcomes – J. Daniel Geddis **Update**
- October Social Media Analytics Glimpse – J. Daniel Geddis **Update**

Economic Development Committee

- AmEx Small Business Saturday 11/30/19 **Action Item 5 min**
Base station Canale Communications parking lot; Budget; Banner Installation 11/14-16 Shop Small Winter Sleigh; Outreach for Pop-Ups on Goldfinch; Kids Corner; Ad Placement; Ad Design and Ad Narrative; Site Team visit on 10/28
- 8th Annual Taste of Mission Hills Wrap-Up and Thanks **Update**
- CD 3 Candidates Forum- BIDs Informing Candidates Wed, Oct 23 6:00 pm -7:30 pm, **Update**
Doors Open at 5:30 p.m at Quartyard, 1301 Market in downtown San Diego
- Ad-Hoc No PSH/Homeless Shelter at Old Library Site **Update**

Design Committee

- 2020 Spotlight Banner Updating: Design, Cost **Action Item 2 min**
- 2019 Colors on Canvas Hand Painted Tote Bags **Update**
- 2020 Colors on Canvas Mission Hills Banner Art Contest for all Artistic Skill Levels **Update**

Adjourn the Mission Hills BID and Reconvene as Mission Hills Parking Advisory Committee

Parking Advisory Committee Meeting

- Election to fill seats in Hillcrest and in Bankers Hill in October; Executive Committee in November **Update**
- Underground Parking Pilot Program at new Library **Update**

Adjourn

The next MHBID board meeting and Mission Hills PAC meeting will occur on Wednesday, November 6, 2019, at 4:30 p.m., at Farmer's Bottega with elections and a Mixer following at 5:30.

Agenda items are informational unless noted for action