



## BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors  
Wednesday, November 6, 2019 4:30 PM Annual Meeting and Elections  
Farmer's Bottega – 860 West Washington Street, in Patio Area**

### **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: MORE ON ATTACHED LIST**

Dixie Hall, Dixie Pops  
Sarah Mattia- Pizza e Birra  
Senator Toni Atkins  
Assemblymember Todd Gloria  
Councilmember Chris Ward

### **Staff:**

Susan McNeil Schreyer- Executive Director

**The meeting was called to order by President J. Daniel Geddis at 4:30.**

**Non- Agenda Public Comment:** There were none.

**Announcements & Community Updates:** There were none.

### **Executive Committee:**

Approve October 2019 Minutes

Approved **Holmes/White**

Approve October 2019 Financials

Approved **Patterson/Holmes**

Approve Executive Director Bonus of \$1,500

Approved **Field/Patterson**

Approve continuing Liability Insurance with Philadelphia Insurance

Approved **Holmes/White**

Approve Candidates Slate for 2020 as follows: Dixie Hall to a one year term and Sarah Mattia to a three year term, and President, J. Daniel Geddis; Vice President, Dixie Hall; Secretary, Colleen Field; and Treasurer, Sarah Church Mattia; each to a one year term.

Approved **Patterson/White**

Approve Wed, 1/15/20 11:00-3:00 Strategic Planning at Fort Oak

Approved **Field/Patterson**

MHBID Committee Meetings begin again on January 8, 2020 at MH Library

Information

Welcome and Comments from Assemblymember Todd Gloria, Senator Toni Atkins, and

Councilmember Chris Ward. **Gloria** shared update on 14 bills he introduced with Governor signing 12; Hepatitis A; SD has 6<sup>th</sup> worst air quality of California; State funding of \$8M to Balboa Park, \$9M to Liberty Station; \$20M to connect Park Blvd to Harbor Dr @ Petco Park; the importance of sheltering homeless and the Veterans' Shelter doing well though opposed by many in MH. A Patterson asked about energy black out/shut offs. **Atkins** shared update on \$20B reserve at State; Doubling of Education budget since 2012; 15K new slots at CSU/UC for students;\$3.5B for affordable housing; Pure Water Bill passage; SB451 Historic Buildings Fund; California Competes Tax Program with \$90M more available and 182 companies receive tax credit in San Diego. **Ward** shared updates including PSH developers meeting with his office have all shared the MH Library site does not pencil out; Bike Lanes are being added on 4<sup>th</sup> and 5<sup>th</sup>Avenues in Bankers Hill and Hillcrest; Community Choice Green Energy options are increasing.

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**Promotions Committee:**

UPDATES included: Hand-out of November BID Column; November Social Media Analytics presented by J D Geddis included Top 3 FB Posts: 1) Holiday in the Hills, 2) Small Business District 3 Candidates Forum and 3) Regal Beagle Pints for a Purpose Stupid Cancer IPA Charity Event; Top 3 Instagram Posts- Past 30 Days (by Impressions) 1) City Beat Best of San Diego featuring Mission Hills businesses 1,249, 2) Regal Beagle Pints for a Purpose Stupid Cancer IPA Charity Event 622, and 3) Firefly Wellness Pumpkin Facial 607. Facebook Page Likes 813, Instagram Followers 1,499 and Twitter 1,651 Followers.

**Economic Development Committee:**

S McNeil Schreyer provided an update on Small Business Saturday including press, photographer, helium, balloons, volunteer grown-ups and students, life-size winter sleigh created by CAKE, ornament decorating tables, Shop Small give-aways/swag.

Approve additional Shop Small Booths at \$125 each and Next Steps Approved **Hull/Holmes**  
Spotlight Mission Hills Banners have been a hit. Some interested in updating them. Discuss at  
January workshop. Update

**Design Committee:**

Colors on Canvas Contest 2020 to be discussed at Strategic Planning Workshop in January 2020.

**Adjourn the board of directors meeting at 5:30 PM**

Approved **Holmes/Hull**

**RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE**

S. McNeil Schreyer called the meeting to order at 5:31 PM

**MH Parking Advisory Committee Meeting**

There were no parking and transportation alternative updates to share.

S. McNeil Schreyer adjourned the meeting at 5:32 PM

Approved **Hull/Patterson**

**The month of December is DARK and without meetings. The next MHBID board meeting is Wednesday, January 15, 2020, following the Strategic Planning Workshop, followed by the Mission Hills Parking Advisory Committee at Fork Oak, 1011 Fort Stockton Drive; Committee meetings will take place one week prior on Wednesday, January 8, 2020 beginning at 3:00 p.m. at MH Library.**