



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
Wednesday, October 16, 2019 3:00 PM
Mission Hills Library – 215 West Washington Street**

Directors Present:

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

Excused Absence:

Stuart White – Stuart White Design

Guests:

Ty Burch- CD3 Councilmember Ward
Sarah Mattia- Pizza e Birra
Jason Weisz- Sen. Toni Atkins

Staff:

Susan McNeil Schreyer- Executive Director

The meeting was called to order by President J. Daniel Geddis at 3:04. A mistake on the agenda was noted by M.Hull; 2018 s/b 2019.

Non- Agenda Public Comment: A Patterson expressed concern over the number of vacancies in the core business area and asked what we can do about it. S M Schreyer shared conversations with owners, property managers, and brokers representing vacancies at 928 Ft Stockton (former Patio Express), 940-948 W. Washington (former Berkshire Hathaway), 4015 Goldfinch (former Fools and Kings), 4020 Goldfinch (former Patio on Goldfinch), 4013 Ibis (former NGG Financial), and 269 W. Washington (former Windermere Real Estate) as well as conversations about many interested in leasing the spaces. Commercial real estate in Mission Hills commands high lease fees and is challenging to find the right fit.

Announcements & Community Updates: T Burch from Councilmember Ward's office reported a 10 year plan for homelessness was accepted by the City Council and offered CD3 newsletter. J Weisz shared Toni Times and legislative updates and offered his help on state agency matters.

Executive Committee:

Approve September 2019 Minutes

Approved **Hull/Patterson**

Approve September 2019 Financials

Approved **Field/Holmes**

Approve 2020 MHBID meetings taking place at Library

Approved **Patterson/Hull**

Approve Nominating Committee Slate of Candidates for 2020

Approved **Patterson/Holmes**

Nominate directors as follows: Dixie Hall to a one year term and Sarah 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 Wednesday, January 15, 2020 11:00-3:00 for Strategic Planning Workshop. A. Patterson suggested Bar by Red Door as possible location. S M Schreyer to ask.

Approved **Patterson/Field**

Approve MHBID Board of Director Responsibilities Form with edit of "Executive Director and President" with board members to sign in November 2019.

Approved **Patterson/Field**

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Executive Committee continued:

Approve MHBID Mixers being more open to non-business owners Approved **Holmes/Patterson**
UPDATES included: S M Schreyer shared MHBID CPPS RFQ application approved by Council Administration as “qualified”; expect early-November RFP. J D Geddis and SM Schreyer shared MHTC president L Shuchter informed a vote on Washington Street MAD update was delayed. Next steps?

Promotions Committee:

An updating of the MHBID website will occur with an emphasis on distinct business areas including W. Washington, Ft. Stockton, Goldfinch, W. Lewis, Reynard Way and India Street. Website AdHoc will be J D Geddis, A Patterson, C Field and S M Schreyer. Approved **Patterson/Field**
UPDATES included: Hand-out of October BID Column featuring Taste of Mission Hills; Taste Social Media Promotion Outcomes for Online Sales Only presented as a slide show by J D Geddis, including 63% were first time attenders in 2019; How did you hear about the event yielded from a friend 36, Street Banner 28, Facebook 28, Flyer/Poster 22, and 44 others mentioned hearing about Taste from a Mission Hills Person/Email/Mission Hills Business/Online/Instagram. Purchaser’s Zip Codes were 92103 43.7%, with the remaining representing only single digit percentages being from 34 different Zip Codes. 54% of All Sales (including online and other sales) were purchased at the regular price of \$30; 34% used a \$5 discount and nearly 11% bought day of event for \$35. The largest online purchase date was October 1, the day before the event, with nearly 50 tickets purchased. This sales data will be helpful in determining promotional ticket sales tools in 2020. October Social Media Analytics on TASTE, as presented by J D Geddis included Taste Facebook event reached 7,700 people; Website Page Views related to TASTE since September 1 were 1,495 Page Views and 1,322 Unique Page Views. As of October 16, Facebook Page Likes 815, Instagram Followers 1,488 and Twitter 1,649 Followers.

Economic Development Committee:

Following indepth discussion Approve AmEx Small Business Saturday base station at Canale Communications, \$28,000 budget proposal to AmEx for Shop Small event in Mission Hills on 11/30/19, banner installation taking place one evening between 11/14-16, the Shop Small Winter Sleigh will be the focal point, Kids Corner with be an ornament crafting event with J Brant and S Ekedal and young volunteers overseeing it, 2019 Ad Placement and Ad Design and Narrative will involve review help from J D Geddis, A Patterson, and C Field. S M Schreyer updated on outreach to potential pop-up businesses. J D Geddis and A Patterson will DM them and secure interest in advance of SM Schreyer securing pop-up location, likely on Goldfinch. AmEx Shop Small team will visit MHBID on 10/28. On 11/30 MHBID board of director volunteers will be A Patterson, J D Geddis, M Hull, C Field. Keep all apprised of collateral material arrival and help needed in advance of 11/30. Concern shared about unlikely advance knowledge as AmEx sends up until the last minute.

Approved **Holmes/Hull**

UPDATES included: CD3 Candidates Forum – BIDs Informing Candidates will take place Wednesday October 23 at The Quartyard 1301 Market Street from 6:00-7:30 with doors opening at 5:30. On the

Economic Development Committee continued:

AdHoc No PSH/Homeless Shelter at Old Library matter, A Patterson reported her conversation with Councilmember Ward at MHTC meeting and a pro-PSH person sharing photos of PSH in Talmadge.

Design Committee:

Trail discussion of 2020 Spotlight Banner Updating to November 5, 2019 Approved ***Patterson/Hull***
UPDATES included: S M Schreyer is in discussion with Lazy Acres about selling COC Banner Art Tote Bag. 2020 Colors on Canvas Contest to be discussed at Strategic Planning Workshop in January 2020.

Adjourn the board of directors meeting at 4:45 PM Approved ***Patterson/Holmes***

CONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

S. McNeil Schreyer called the meeting to order at 4:46 PM

MH Parking Advisory Committee Meeting

UPDATES included: Elections to fill seats in Hillcrest and Bankers Hills will take place in October. D Holmes reported no new information on New Library Pilot Parking Program.

S. McNeil Schreyer adjourned the meeting at 4:49 PM Approved ***Geddis/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, November 6, 2019 immediately following the MHBID meeting.