



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors
Wednesday, February 17, 2021 - 3:00 PM
Zoom Virtual Meeting due to State and Local COVID Mandates

Directors Present:

Dixie Hall, Dixie Pops
J. Daniel Geddis - One Mission Realty
Sarah Mattia - Pizza e Birra
Jesse Zmuda - Backbone Floral & Vintage
Audrey Patterson, PEI
Rocky Rockhill, Coldwell Banker West

Guests:

Jason Weisz, Senator Toni Atkins' Office

Staff:

Susan McNeil Schreyer- Executive Director

The meeting was called to order by President Dixie Hall at 3:00.

Non- Agenda Public Comment: None

Announcements & Community Updates: J. Weisz provided update on package of bills for businesses and families and updating Cal Tax Code to conform to Fed Tax Code on COVID related loans

Executive Committee:

Approve Monthly Financials- January 2021 Approved Geddis/Zmuda
Approve Minutes of the Meeting- January 2021 Approved Geddis/Zmuda
Patterson and Rockhill abstained due to absence from January meeting
Approve Updated FY22 Proposed Budget Approved Patterson/Geddis
5220 will be \$34,000 and 4610 will be \$5,000 Add \$40,000 Friends of Mission Hills/Boosters
Accept PPP loan- \$12,835 MFJ Systems to maintain loan records Approved Geddis/Patterson
Approve Mark S. McDonald, Pac Sotheby Intl as Voting Assoc Mmbr Approved Geddis/Zmuda
Appeal to Mayor for FY22 full SBEP Funding Approved Rockhill/Patterson
Mission Hills BID Tax return e-filed by Beck & Associates Information Update

Promotions Committee:

Approve exchange with MHGC- Same as last year 1/2 pg for Masthead Approved Geddis/Mattia
Information Items: President to establish Social Media (Geddis, Patterson, Mattia, Zmuda, Schreyer)
Events (Geddis, Patterson, Mattia, Schreyer) Fundraising (Rockhill, Schreyer) Ad Hoc Committees;
Ask an Expert Speaker Series request by D Hall to invite PATH to present in March; A Word from Our
President column ideas included highlighting different types of businesses

Economic Development Committee:

Information Items: President to establish Homelessness Impacting Businesses (Geddis, Hall, Schreyer) and COVID-19 (Geddis, Hall, Schreyer) Ad Hoc Committees; J Arnett Commercial real estate numbers shared and available to see on request.

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Design Committee:

Maintenance & Lighting MAD activities monitor and report monthly Approved ***Patterson/Geddis***
Update on Banner Program During Pandemic; behind on fee collections; selling heritage banners and
banners for those no longer doing business in MHBID; President to establish Colors on Canvas
(Patterson, Geddis, Ekedahl, Brant, Schreyer) Murals (Zmuda, Schreyer) and MAD (Hall, Patterson,
Schreyer) AdHoc Committees

Adjourn the board of directors meeting at 3:45 PM

Approved ***Patterson/Geddis***

RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

S. McNeil Schreyer called the meeting to order at 3:45 PM

MH Parking Advisory Committee Meeting

AdHoc committee (Hall, White, Geddis, Safdie, Rabines, Patterson, Schreyer) to work with UCPD on
SANDAG Bikeway Retaining Wall Approved ***Patterson/Geddis***

Support return of 20+ unmetered Parking Spaces on lower West Washington which were removed by
Mayoral order to install a Bike Lane on February 11, 2021. These unmetered spaces were mainly
used by minimum wage workers at International Restaurant Row establishments. Letter to Mayor and
joining IRR in protest are acceptable. Approved ***Hall/Rockhill***

S. McNeil Schreyer adjourned the meeting at 3:46 PM

Approved ***Hall/Mattia***

**The next meeting of the Mission Hills BID and Mission Hills Parking Advisory Committee will
be scheduled and announced in accordance with COVID mandates.**