



BUSINESS IMPROVEMENT DISTRICT

Minutes of the Meeting of the Board of Directors

Wednesday, March 17, 2021 - 3:00 PM

Zoom Virtual Meeting due to State and Local COVID Mandates followed at 4:00 by Ask an Expert Speaker Series “ Working to Resolve Homelessness in Mission Hills”

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

Guest:

Stuart White, Stuart White Design

Staff:

Susan McNeil Schreyer- Executive Director

The meeting was called to order by President Dixie Hall at 3:03.

Non- Agenda Public Comment: A. Patterson asked staff to request the awnings be retracted on vacant building at Goldfinch and W. Washington. S. Mattia shared incident of knife wielding man near Pizza e Birra.

Announcements & Community Updates: None

Executive Committee:

- Approve Monthly Financials- February 2021 Approved Rockhill/Geddis
Approve Minutes of the Meeting- February 2021 Approved Patterson/Rockhill
Approve engaging Beck & Associates @ \$150 to pursue IRS e-file claim Approved Rockhill/Zmuda
Approve 2021 Taste of Mission Hills on Wed, Oct 13 Approved Patterson/Rockhill
Approve MHBID Annual Meeting and Elections on Wed, Nov 3 Approved Rockhill/Zmuda
Staff shared FY 22 information on SBEP Funding versus Federal CARES Funding Update
Staff shared branch library survey opportunity Information

Promotions Committee:

- Social Media Ad Hoc Committee: During March MHBID will be promoting Women’s History Month featuring female owned businesses in the MHBID. Staff to work on posting guidelines. Update
Fundraising AdHoc Committee: Secured full page in Presidio Sentinel featuring local realtors to create a fundraising opportunity steared by R. Rockhill. Update
Ask an Expert Speaker Series request today is with PATH panel on unsheltered problems in Mission Hills BID and in April will feature employment expert on the topic of vaccinations in the workplace; A Word from Our President column ideas included businesses are open.

Economic Development Committee:

- Homelessness Impacting Businesses Ad Hoc Committee: Download and use Get it Done app to report and send photos to City. PATH will receive and respond to these reports.
COVID-19 Recovery Ad Hoc Committee: Beyond News Fatigue and still posting and sharing news

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**Design Committee:**

Monitor and report monthly on Maintenance & Lighting MAD activities Approved **Patterson/Geddis**  
Staff updated that LiMandri shared the March/April survey is delayed until June/July; communication for the City is lighting is on hold until public utilities provider is selected by City

Approve Colors on Canvas Contest 4/12-5/7; Installation 5/10-6/1 and Approved **Patterson/Geddis**  
Reception on Monday 6/7; pending Grant School reopening on 4/12/21

Mural AdHoc Committee: Growing interest on W. Lewis Street; potential wall identified **Update**

MAD Ad Hoc Committee: Maintenance and Lighting delays stated above **Update**

**Adjourn the board of directors meeting at 3:50 PM**

Approved **Geddis/Zmuda**

**RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE**

S. McNeil Schreyer called the meeting to order at 3:50 PM

**MH Parking Advisory Committee Meeting**

Advancing Alternative Transportation including e-bike opportunities Approved **Zmuda/Patterson**  
was shared by Pedal Ahead Owner/CEO Ed Clancy. A. Patterson inquired about online applications for e-bikes. Pedal Ahead will work with MHBID and accept applications. MHBID supports Pedal Ahead efforts to provide alternative transportation opportunities.

AdHoc Committee on Mission Hills Bikeway Retaining Wall: S. White Approved **Geddis/Patterson**  
presented drawings of the 376 foot retaining wall, discussed texture options in a linear and horizontal direction, and notch for placemaking signage facing west toward incoming traffic

Decline to promote March as Bike Theft Awareness Month Approved **Patterson/Hall**

S. McNeil Schreyer adjourned the meeting at 4:08 PM Approved **Geddis/Hall**

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