



BUSINESS IMPROVEMENT DISTRICT

Meeting of the Board of Directors

Wednesday, September 15, 2021 - 3:00 PM

Mission Hills Library - 215 West Washington Street

Mixer Following at EVOLVE Fusion Fitness 1618 West Lewis Street 5:30 – 7:00 in the evening

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 Updates not on Agenda

4. Approvals

Executive Committee

- Approve Monthly Financials – July and August , 2021 **Action Item** 1 min
- Approve Minutes of the Meeting – July, 2021; Dark in August **Action Item** 1 min
- Approve Thomas Kiely and Thorn Brewing MH as Associate Members FY22 **Action Item** 1 min
- President establishes Nominations Committee for November Elections of Directors **Action Item** 1 min
- Approve November 3, Annual Meeting and Elections **Action Item** 1 min
- Consider request from MFJ Systems to increase monthly fee by \$50. **Action Item** 1 min
- SDOG v City and BIDs **Update**
- FY22 SBEP funding: Use \$10,000 for Placemaking Sign Fees & Services **Update**
- PPP Funds Expended; Forgiveness Underway **Information**

Promotions Committee

- Rock n Roll San Diego October 24, 2021 starting at 7:00 a.m. - Caroline Barr **Action Item** 3 min
- 9th Annual Taste of Mission Hills, Wednesday October 13, 2021, 5:00-9:00 **Action Item** 3 min
25 Participating venues. Title Sponsor: US Bank; Trolley Sponsors: Harley Gray, La Puerta and Cardellino;
Ticket Sales: US Bank, DixiePops, One Mission Realty, Backbone Floral & Vintage, Lewis Fay Collective.
Sales training. 9/14 Banners installed. Posters and Tickets. Needs: Sponsors for Live Music and
Photographer. Determine route. Set up TASTE stop signs. Will Call volunteers.
- A Word from Our President September – Have you read it? **Update**
- Social Media Analytics – Daniel Geddis **Update**
- Social Media AdHoc Committee - Daniel Geddis **Update**
- A Word from Our President and October Column Ideas **Information**

Economic Development Committee

- Resolving Homelessness in Mission Hills Next Steps **Action Item** 1 min
- BID Alliance approved paying \$2,000 invoice for August 9, 2021 MHBID trainings **Information**
- Center for Employment Opportunities Clean-Up Offer **Update**
- Temporary Outdoor Business Operations (TOBO) Health and Safety Visits **Update**
- FY22 City funding for Storefront Improvement is available **Update**

Design Committee

- 2022 Colors on Canvas Banner Art Contest Announcement: **Action Item** 1 min
Needs: Set Dates to Kick-off in February and to Celebrate in April; collect Patterson Engineering, Inc as 2022
Colors on Canvas Banner Art Contest Title Sponsor \$2,500 donation and additional \$500 to winning artist of
Marianne Kalem Legacy Award
- 2021 Colors on Canvas Contest: Grant Foundation 25% of \$348 = \$87 due **Action Item** 1 min
- Completed tote bag sales payment and delivery to Claudia Biezunski, Owner, Sew Loka **Update**
- Washington Street MAD Update & Other Proposed MADs **Action Item** 1 min
- Murals AdHoc Committee – Growing Interest, Next Steps **Update**

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

Reconvene as MH Parking Advisory Committee Meeting

- Mission Hills business seat election on Wednesday October 20 **Action Item** 1 min
- Place up to \$750 ad in Presidio Sentinel from UCPD MHPAC funds **Action Item** 1 min
- Mission Hills Bikeway Retaining Wall and Placemaking Signage **Update**

The next meeting of the Mission Hills BID will take place on Wednesday October 20, 2021 at 3:00 PM.

Agenda items are informational unless noted for action