



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
Wednesday, June 21, 2017 3:00 PM**

Mission Hills United Methodist Church – 4044 Lark Street

The June Month of Meetings are Underwritten by Dave & Lauren – Lefty’s Chicago Pizzeria

Directors Present:

Krista Lombardi- Scott& Quinn
Audrey Patterson, Patterson Engineering Inc
Troy Curnett- One Mission Realty
Patti Yap- Chase Bank

Directors Excused:

Brad Sund- State Farm
Stuart White- SWD
Trish Watlington- The Red Door

Guests:

Brittany Bailey- Councilmember Ward’s Office
Daniel Geddis- Team D&B One Mission Realty
Valentine Viannay- L’ Atelier
Brian Richter- The Bean Counter

Staff:

Susan McNeil Schreyer, Executive Director

K. Lombardi called the meeting to order at 3:00PM

Announcements & Community Updates: B. Bailey provided a City update including the budget passed, discretionary budget cuts in D-3, Homeless Committee’s first meeting was today.

Executive Committee:

Approval of Minutes: May 2017	Approved	Patterson/Curnett
Minutes were approved with P. Yap abstaining as she was not at the May meeting.		
Approval of Financials: May 2017	Approved	Yap/Curnett
Approval of November 8, 2017 for Annual Meeting	Approved	Patterson/Curnett
Meeting will occur during the same timeframe it occurred in 2016.		

President’s Circle Update

Executive Director provided update sharing response has been positive and altruism runs deep.

Sponsorship Development Update

Discussion included Taste and Sip & Shop sponsors. An exterior Taste signs on an Old Town Trolley will be \$500.

Mission Hills BID Executive Director Annual Review Report Update

Executive Director will continue serving the BID.

Promotions Committee:

Taste of Mission Hills date change	Approved	Curnett/Yap
Approve date of 6 th Annual Taste of Mission Hills to Tuesday, October 10, 2017 from 5:00 until 9:00		
D. Geddis provided a 30-day glance update hand-out of the BID’s social media with a focus on the top Web Pages Viewed: 1.) India St Parking Signs, 2.) BID home page, 3.) RocknRoll road closures, 4.) The Fort video, 5.) Meeting and Agendas, 6.) Cocktails with Councilmember Ward, 7.) Lazy Acres, 8.) Summer Concerts, 9.) Parking, 10.) A Word From Our President		

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Promotions Committee: continued

D. Geddis reported 639 Facebook likes; 884 Instagram Followers; 1,504 Twitter Followers and provided a print-out for all to review. A discussion ensued and A. Patterson offered to facilitate an Instagram Contest similar to last year with PEI buying 2 Taste tickets to the winner.

Patti Yap, Chase Bank is sponsoring the July Month of Meetings.

The BID is seeking September and October Meeting Sponsors at \$125 per meeting. T. Curnett and K. Lombardi offered to be sponsors, if no sponsors are found.

Economic Development Committee:

Storefront Improvement Presentation

Elizabeth Studebaker from City of San Diego's Economic Development Department provided information on the Storefront Improvement Program which has a \$300,000 budget in FY18. All City of San Diego licensed businesses may apply. Complete information is offered on the City's website. Mission Hills business owners Valentine Viannay and Brian Richter shared their very positive experiences working with Alissa Gabriel in the City's Storefront Improvement Program.

Reynard Way Parcel Mapping by LISC Update

Parcel Mapping of Mission Hills by LISC indicated an overall poverty rate and median income that would be a tough fit for LISC's grant program. Executive Director has replied with a request for parcel mapping for Reynard Way are only.

MTS Route 83 Bus Update

Executive Director shared Uptown Community Parking District board of directors voted to support continuing this route.

Design Committee:

San Diego County Grant Update

Executive Director shared the grant reconciliation package submission date has been extended due to the need for a June 2017 bank statement.

K. Lombardi adjourned the meeting at 4:20 PM

Approved

Patterson/Curnett

The next meeting of the MHBID will take place on Wednesday, July 19, 2017 beginning at 3:00.

RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

Reconvened as MH Parking Advisory Committee:

S. McNeil Schreyer called the meeting to order at 4:20 PM

MTS Route 83 Bus Letter of Support

Approved

Patterson/Curnett

Approve Letter of Support from the MHPAC.

Reynard Way Parking and Transportation Mobility Study Update

S. White and S. McNeil Schreyer met with Mike Singleton. A date for a Community Kick-off meeting will take place in September.

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MH Parking Advisory Committee: continued

Wayfinding Signage Phase 2 Participation Update

A September 2017 Wayfinding meeting will occur with Graphic Solutions presenting. MHTC and IRR to be invited. This presentation will be scheduled for a 3:00 start time.

Single Meter Inventory Low/ W. Washington Installation Delayed

Meter installation on West Washington between Brant and Dove may be delayed due to low inventory of Single Head Smart Meters.

S. McNeil Schreyer adjourned the meeting at 4:25 PM

Approved

Patterson/Lombardi

The MHPAC meetings occur twice a month immediately following the MHBID meeting of committees and BID meeting at Mission Hills United Methodist Church, 4044 Lark Street.