



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
November 8, 2017 4:30 PM with Mixer Following
BAR by Red Door – 729 West Washington Street
The November Month of Meetings are Underwritten by BAR by Red Door**

Directors Present:

Audrey Patterson, Patterson Engineering Inc
Krista Lombardi- Scott & Quinn
Troy Curnett- One Mission Realty
Trish Watlington- Red Door & Wellington
Stuart White- Stuart White Design
Minka Hull- MH Financial

Staff:

Susan McNeil Schreyer, Executive Director

Guests:

Councilmember Chris Ward
Nerea Urtasun- Spvsr Ron Roberts' Ofc
Brittany Bailey- Chris Ward's Office
Daniel Geddis- One Mission Realty Team D&B
Shaun Sylvester- Visitor
Anthony Nyikos- Perfect Space/MHTC
Kent Garner- Meshuggah Shack
John Bertsch- Meshuggah Shack
Shannon Matteson- Tangerine Salon
Andrew Rivera- Boutique Beaujolais
Jason Weisz- Speaker Toni Atkins Ofc
Michele Brown- AMG Props
Samantha Atlas- The Frame Maker
Pat Harrison- Pat Harrison Enterprises
Bruce Mutz- Pat Harrison Enterprises
Sally Tinker- Sweet Orange Studio
Jeff Smith- Sweet Orange Studio
Mark Hull- Mission Hills Financial
Victor Zuniga- Lombardi Team Scott & Quinn
Jeff Nett- NGG Financial
Marsha Plaskin- Stacey Himmel Stationery
Grace Ehm- EHM Architects

K. Lombardi called the meeting to order at 4:31 p.m. Attendees introduced themselves

Announcements & Community Updates:

There were none.

Approval of Minutes – October 2017

Approved

Curnett/White

Approval of Financials – October 2017

Approved

Patterson/White

Minutes of the Mission Hills BID Board of Directors

November 8, 2017 4:30 PM

Continued Page 2 of 3

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Committee Reports - Updates

Executive Committee:

Mission Hills BID elected directors and officers for 2018 as follows, with no nominations from the floor: Stuart White and Troy Curnett, re-elected to a 3 year term; Minka Hull elected to a 3 year term.

Approved **Patterson/ Lombardi**

Officers of the Board were elected as follows, with no nominations from the floor: Krista Lombardi, President; Trish Watlington, Vice President; Audrey Patterson, Secretary; Troy Curnett, Treasurer.

Approved **White/Curnett**

Accepted Resignation of Brad Sund from the BID board of directors. Approved **Curnett/White**

ED provided update on the Briggs/SDOG Public Records Request

January 24, 2018 from 11:00 -3:00 was set for the Strategic Planning Workshop. The business of the BID will follow the Workshop. Presentations will be made by Committee Chairs and others.

Promotions Committee:

Sunday, March 4, 2018 was set as date for Red Hot Heroes at Harley Gray Kitchen and Bar.

Approved **Patterson/Curnett**

November's "A Word From Our President" was distributed as a hand-out.

J. Daniel Geddis provided social media analytics on the Mission Hills BID FB Post Reach 2016 compared to 2017; the organic reach increased by 22 people. Top five IG posts were 1) Lazy Acres Grand Opening- 1,263; 2) Fools and Kings Sneak Preview- 894; 3) L'Atelier Reynard Way – 870; 4) M-Theory's Move New Location in MHBID -870; 5) Saffron & Sage Grand Opening- 865. Other Social Media as of 11/8/17 were: FB 676; IG 1,043, Twitter 1,573

Economic Development Committee:

Write a letter of support for Great Chocolate Race through Mission Hills on December 17, 2017 as presented by Michael Barden

Approved **Watlington/White**

Executive Director provided updates on Small Business Saturday/Shop Small/Sip & Shop on 11/25/17; and Spotlight Mission Hills Year-Round Banner renewals.

Design Committee:

Executive Director provided an update on Architecture Series Banner Launch on January 16, 2018 at 10:00 a.m. as well as an informational update on matters pertaining to the PROW.

K. Lombardi adjourned the meeting at 5:00 p.m.

Approved **Watlington/Patterson**

RECONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE

Minutes of the Mission Hills BID and Mission Hills Parking Advisory Committee
November 8, 2017 4:30 PM
Continued Page 3 of 3
The November Month of Meetings are Underwritten by BAR by Red Door

Reconvened as MH Parking Advisory Committee:

MHPAC Chairperson S. McNeil Schreyer called the meeting to order at 5:00 p.m. and shared there will be a progress meeting about Reynard Way Parking and Alternative Transportation Study on November 15 at KTUA with S. White and MHPAC Chair attending.

S. McNeil Schreyer adjourned the MHPAC meeting at 5:02 p.m. Approved ***White/Lombardi***

The Mission Hills BID reconvened with K. Lombardi calling the meeting to order at 5:03 p.m.

Councilmember Chris Ward greeted everyone and updated the group on his priorities including Homelessness, Public Safety, and Small Business Support.

K. Lombardi adjourned the meeting at 5:30 p.m. Approved ***Watlington/Patterson***

BAR by Red Door owner Trish Watlington hosted a mixer following the meeting adjournments.

The Mission Hills BID is dark in December. The next meeting of the Mission Hills BID Board of Directors will be its Meeting of Committees which will occur on Wednesday January 10, 2018 at the Mission Hills United Methodist Church.