



BUSINESS IMPROVEMENT DISTRICT

## Meeting of the Board of Directors

Wednesday, April 18, 2018 - 3:00 PM

Mission Hills United Methodist Church, 4044 Lark Street

The April Month of Meetings have been Underwritten by Aaron and Ian Rabinowitz, Owners, Gelato Vero Caffè

### AGENDA

#### 1. Call to Order & Introductions – Krista Lombardi, President

#### 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 Community Updates

#### 4. Approvals

- Minutes of the meeting - March, 2018 **Action Item** 1 min
- Financial Updates - March 2018 **Action Item** 1 min
- Election of Don Holmes to MHBID Board of Directors **Action Item** 1 min

#### Promotions Committee

- Spring Mixer on May 16, 5:30-7:30 at Saffron and Sage **Information**
- Cocktails with Councilmember Ward May 22<sup>nd</sup> 5:30-7:30 Farmer’s Bottega Patio **Information**
- Shop Small Save-the-Date Saturday November 24, 2018 **Information**
- A Word from Our President - Hand Out **Information**
- Red Hot Heroes 2018 Fundraiser at Harley Gray **UPDATE**
- San Diego County Fair Banner Partnership - Mid-May Installation **UPDATE**
- Spotlight Mission Hills Banner Program - **UPDATE**
- Social Media Analytics Last 30 Days – J. Daniel Geddis **UPDATE**
- Presidio Sentinel Column – Consider Other Authors **Action Item** 1 min

#### Economic Development Committee

- Councilmember Chris Ward’s West Washington Walk on April 6<sup>th</sup> **Information**
- Rock n Roll Marathon Letter of Support - Paul Huddle, Ironman, SW Region **Action Item** 1 min
- Form Ad Hoc consisting of K. Lombardi, M. Hull, and J. Daniel Geddis to Develop Questions for Survey to MHBID. Additional Questions Welcomed. **Action Item** 1 min

#### Design Committee

- Approve Next Steps for Dockless/Free Standing Bike Shares in MHBID **Action Item** 1 min
- Approve Neighborhood PROW Mail Chimp Campaign **Action Item** 1 min
- Mission Hills Town Council 30 Summer Banners **Action Item** 1 min
- Banner Art Contest 2019 Gathering Information for Categories & Criteria **UPDATE**

#### Adjourn Mission Hills BID meeting and reconvene as Mission Hills Parking Advisory Committee

#### MH Parking Advisory Committee Meeting - Susan McNeil Schreyer, Chairperson

- FY19 UCPD Budget \$43,975.50 additional identified for MHPAC **UPDATE**
- Approve KTUA Questionnaire to broaden Awareness & Solicit Feedback **Action Item** 1 min
- Authorize Chair to explore KTUA grantwriting with cap for Reynard Way **Action Item** 1 min
- Reynard Way Parking and Alternative Transportation Study Community Update 5/2 4:00-5:30 **Action Item** 1 min
- Four Single Meter Installations 700 block West Washington, northside **UPDATE**

The next board meeting will be Wednesday, May 16, 2018, beginning at 3:00 PM, at Mission Hills United Methodist Church, 4044 Lark Street.

#### Adjourn

Agenda items are informational unless noted for action