



BUSINESS IMPROVEMENT DISTRICT

**Minutes of the Mission Hills BID Board of Directors
Wednesday, October 17, 2018 3:00 PM
Mission Hills United Methodist Church – 4044 Lark Street**

Directors Present:

Krista Lombardi- Scott & Quinn
Colleen Field- Allstate Insurance
Troy Curnett- One Mission Realty
Don Holmes- Sushi Deli 1
Minka Hull- Mission Hills Financial
Audrey Patterson- PEI

Guests:

Jason Weisz- Senator Toni Atkins
Brittany Bailey- Councilmember Chris Ward
Daniel Geddis – One Mission Realty
Amanda Gregory- US Bank
Erik Smith- LAZ Parking
Steve Schwob- Trust Restaurant Group
Gerrie Trussell- Uptown Community Parking

Excused Absence:

Stuart White- Stuart White Design

Staff:

Susan McNeil Schreyer, Executive Director

The meeting was called to order by President K. Lombardi at 3:01 PM.

Non Agenda Public Comment:

Announcements & Community Updates: J. Weisz from Senator Toni Atkins’ office offered the Toni Times and provided an update on funding for homeless and mental health. S. McNeil Schreyer shared Annual Meeting of the BID will take place at Harley Gray on 11/7 beginning at 4:30. Postcard invitations were mailed to all MHBID September license holders on October 6.

Executive Committee:

Approve Minutes of the September 2018 board meeting	Approved	Holmes/Hull
Approve September 2018 Financials	Approved	Curnett/Holmes
Table Liability Insurance Update to October	Approved	Curnett/Holmes
September Raffle Earnings were \$150 (\$20 from SQ)		UPDATE
Approve Nominating Committee Slate of Candidates for 2019as follows:	Approved	Curnett/Holmes
Nominate Audrey Patterson and Colleen Field for re-election as directors, and Amanda Gregory and Daniel Geddis for election as directors; each to a three year term		
Nominate the following as Officers of the Board: Daniel Geddis, President; Donald Holmes, Vice President; Audrey Patterson, Secretary; Colleen Field, Treasurer; each to a one year term		
Approve January 16, 2019 Strategic Planning Workshop at the Mission Hills United Church Parlor;11:00-3:00; with Board of Directors meeting to follow	Approved	Hull/Field

Promotions Committee:

PEI Instagram 1,250 TASTE winning photo was Lefty’s Pizza		UPDATE
A Word from the BID: Full Page TASTE Ad in Presidio Sentinel		Hand-Out
Red Hot Heroes Fundraiser at Harley Gray John Ealy is reaching out to first responders.		UPDATE

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Promotions Committee: continued

D. Geddis shared web and social media analytics including of the TASTE 2018 attendees who purchased tickets on Brown Paper Tickets (BPT) 64.1% had not previously attend a Taste of Mission Hills while 35.9% had attended a previous Taste of Mission Hills. BPT ticket purchases by zip code: 92103= 35.9%; 92101=9.7%; 92108=5.5%; 92104=4.8%; 92115= 4.1%; and 3 zip codes over 3%; and 10 zips codes between 1 and 2.8%. For TASTE 2017 BPT ticket sales in 92103 were 48.8%; 92101 were 6.4% and 92104 were 2.4%. How did you hear about TASTE?: 50= Friend; 28=Flyer/Poster 20=Online; 19=Street Banner. \$469 in direct social media boosts reached 27,992, received 42,349 Impressions and 836 unique link clicks.

Economic Development Committee:

Approve tabling 7th Annual Taste of Mission Wrap-up to November 7 meeting; Approved **Patterson/Hull**
M.Hull offered to sell 2019 Taste of Mission Hills tickets at MH Financial
Approve Mission Hills BID leading the AmEx Small Business Saturday Approved**Field/Patterson**
In the neighborhood on November 24; Gingerbread Shop consider adding Palm Trees instead of surf boards,
On 11/24 M.Hull offered to provide a helium tank and fill balloons will helium with pick up service to businesses
on a first-come basis; A. Patterson and D. Geddis will help design Shop Small MailChimp Campaign to all
MHBID businesses for whom we have emails.

Design Committee:

Discuss 2019 Banner Rotation Schedule at January Strategic Planning Approved **Patterson/Hull**
Spotlight Mission Hills 2019- S.McNeil Schreyer reminded all to renew UPDATE
The Banner Art Contest Progress; PEI will provide award to winners UPDATE
Adjourn meeting at 4:12 PM Approved **Patterson/Curnett**

The next meeting of the MHBID will take place on Wednesday, November 7, 2018 beginning at 4:30 PM at Harley Gray Kitchen & Bar, 902 West Washington Street, with Mixer to follow from 5:30-7:30.

CONVENE AS MISSION HILLS PARKING ADVISORY COMMITTEE S. McNeil Schreyer called the meeting to order at 4:14 PM.

Election to fill one seat representing Mission Hills BID businesses on Uptown Community Parking District Board of Directors; S. McNeil Schreyer is seeking re-election to a 3-year term – Gerrie Trussell, UCPD Executive Director offered ballots, counted votes, and announced S. McNeil Schreyer was re-elected.

Following a robust discussion which included a request for Fort Oak to share valet proceeds with MHPAC and some lost meter revenue estimates: Approve Fort Oak Hybrid Valet Parking request on Hawk Street at Fort Stockton Drive, leaving three metered spaces in place with VALET PARKING SIGNAGE indicating hours of Thursday, Friday and Saturday from 5:00 p.m. until 10:00 p.m and Saturday and Sunday from 9:00 a.m. until 2:00 p.m. for Valet Parking. A. Patterson abstained. Approved **McNeil Schreyer/Holmes**

MHPAC adjourned at 4:39 Approved **Hull/Curnett**

MHPAC meetings occur twice a month immediately following the MHBID meeting of committees. The next meeting of the MHPAC will take place on Wednesday, November 7, 2018 at Harley Gray Kitchen & Bar, 902 West Washington Street, with Mixer to follow from 5:30-7:30.